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The Weekly Newsmagazine of Radio

Broadcast Advertising

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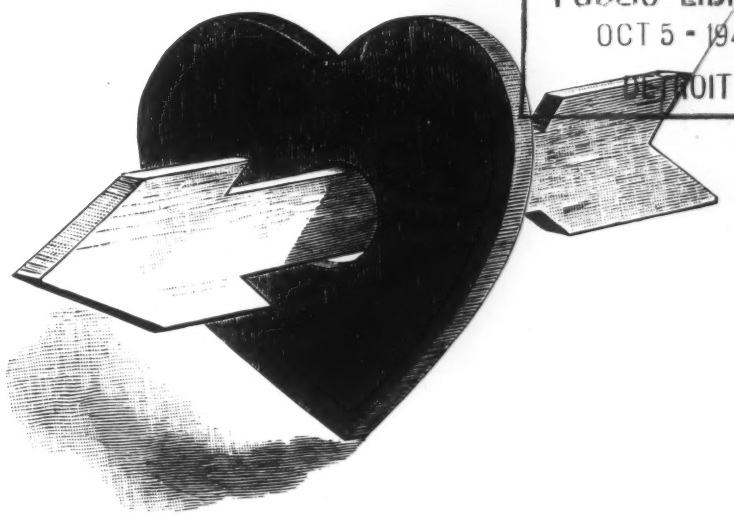

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BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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How is Sonovox sold? Essentially like talent. Under each license for a specific use, a reasonable license fee is charged for Sonovox performing rights. The *only* additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at standard AFRA scale.

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American Industries Salvage Committee (Steel Scrap Drive)
McCann Erickson, Inc.
Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.
Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.
Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co.
Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.
Walt Disney Productions
Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.
Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
Feltman-Curme Shoes
Russell C. Comer Advertising Co.
Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.
Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.
Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.
Chr. Hansen Laboratory, Inc. (Junket Quick Fudge Mix)
Mitchel Faust Advertising Company
Andrew Jergens Co. (Woodbury's Products)
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Lever Brothers Co. (Lifebuoy Soap)
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Naval Aviation Selection Board
Navy Seabees (U. S. Navy, Construction Battalions)
Office of Civilian Defense (Region Six)
Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.
Pan American Coffee Bureau
Buchanan & Co., Inc.
Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)
Radio Corporation of America
Ruthrauff & Ryan, Inc.
Radio Station KOMA, Oklahoma City
Alvino Rey and his Orchestra (in all broadcasts)
Shell Oil Company, Inc.
J. Walter Thompson Co.
U. S. Treasury Dept.
Universal Pictures Company, Inc. ("Larceny With Music")
Warner Brothers Pictures, Inc. (Thank Your Lucky Stars)
Willards Chocolates, Ltd.
Cockfield, Brown & Co., Ltd.
Velie-Ryan, Inc. (Nesbitt's California Orange Drink)

*Space no longer permits a complete list of Sonovox users.

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BROADCASTING
and
Broadcast Advertising

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Stronger Probe Into FCC Actions Seen

Rayburn to Select New Head; Cox Resigns

PREDICTIONS that the resignation of Rep. Eugene E. Cox (D-Ga.) as chairman of the House Select Committee to Investigate the FCC will strengthen rather than weaken the inquiry were freely made on Capitol Hill last Friday in the wake of a week of highly significant developments.

Rep. Cox's dramatic resignation last Thursday ended his bitter running fight with FCC Chairman James Lawrence Fly and Commissioner C. J. Durr, but focused attention upon an "infinitely stronger" investigation by a committee whose personnel could not be challenged.

Both Messrs. Fly and Durr had sought the removal of Rep. Cox on grounds of bias and prejudice, and his resignation was for them a victory on that count. From the start of the inquiry last January many observers both in and out of Congress felt that Rep. Cox, because of his differences with the Commission, should not have accepted the chairmanship of the investigating committee.

To Name Chairman

Speaker Rayburn was to name a committee chairman momentarily, as BROADCASTING went to press Friday. He told BROADCASTING he was considering the selection most carefully. It was expected a Southern or Midwestern "middle-of-the-roader" would be named, both as the fifth member and the chairman.

Several names were bandied about but received no confirmation from Speaker Rayburn. Rep. Colmer, conservative Democrat of Mississippi, asserted he did not believe he would be "interested". Rep. Bulwinkle (D-N.C.), ranking member of the House Interstate & Foreign Commerce Committee and chairman of its subcommittee on communications, told BROADCASTING he hadn't been approached. Rep. C. Jasper Bell, Missouri Democrat, likewise declared he knew nothing about reports he would be named. Rep. Hart (D-N.J.), a member of the Committee, also has been mentioned for elevation to the chairmanship.

The Committee chairmanship is regarded as a "hot spot" because of the controversy that has surrounded the investigation virtually from its start. The Committee itself, including its staff, is marking time until the new chairman is named.

While Rep. Cox's resignation came under pressure, having been demanded not only by the FCC members but in a consistent editorial barrage in the *Washington Post* and by the American Civil Liberties Union, the rousing vote of confidence given him by the House last Thursday and the glowing tributes paid him by Speaker Rayburn and Majority Leader McCormack (D-Mass.) augured for continuation of the investigation.

Additional funds, which shortly will be sought by the committee, will be forthcoming without question, according to House members. Indeed, it was reliably reported that Rep. Cox agreed to resign only

REP. COX

after the promise had been made that the inquiry would continue.

In tendering his resignation, Rep. Cox said he followed the advice of his close friends and his wish to free the Committee of "any possible embarrassment of my personal problems or controversies." He urged the House "to support, to continue and to stand solidly back of the work of the Committee under its new chairman, whoever he may be."

On all sides, the notion that the House would fold up its inquiry was dispelled. Whether the Committee will retain its present staff, headed by Eugene L. Garey, New York attorney, was problematical. This depends upon the views of the new chairman and the view of the newly constituted committee.

Meanwhile, the committee staff proceeded with plans to resume the inquiry Oct. 6, as directed by the Committee last Tuesday prior to the Cox resignation. The committee had planned to complete that phase of its inquiry dealing with the so-called war activities of the FCC. Upon the naming of the new chairman, it is expected a meeting promptly will be held to determine the immediate course of action.

There were no statements from the FCC on the Cox resignation or on any other aspect of the inquiry. This was in contrast to the steady stream of statements issuing from the Commission majority after practically every day of hearing, challenging procedure and alleging that the proceedings were "star chamber."

Commissioner Durr first had petitioned Speaker Rayburn May 13 to remove Rep. Cox. He followed this up several times and on Sept. 24 made his final plea. The most devastating blow, however, came from Eugene L. Meyer, editor and publisher of the *Washington Post*, who had attacked the inquiry vir-

Radio Freedom Amendment Offered

Kennedy Would Place Free Speech Guarantee In Constitution

ELIMINATION of the last vestige of doubt about "freedom of speech by radio" was sought last week by Rep. Martin J. Kennedy (D-N.Y.) in a joint resolution (HJRes-168) proposing a constitutional amendment prohibiting "abridging freedom of speech by radio or wire communication."

Rep. Kennedy

Calling for hearings on his far-reaching proposal, seldom resorted to these days, Rep. Kennedy said he wanted to restate for all time that "regardless of who may be on the FCC there will be no question about the freedom of radio."

A constitutional amendment must be passed by two-thirds vote of both houses of Congress and by 36 of the 48 State Legislatures. It then would become the 22d Amendment to the Constitution.

Interest Manifest

Rep. Kennedy told BROADCASTING he wanted to "put a stop to all rulings of individuals" that would in any way impair the right of free speech. He said he had had the matter under consideration for some time. He expressed hope that the Judiciary Committee will consider the resolution shortly and that hearings will be held "reasonably soon". Many people, he predicted, would want to be heard because of the interest manifest in this issue.

In a statement accompanying his joint resolution, Rep. Kennedy declared the more serious tendency toward censorship lies in efforts "to make our courts lean towards censorship restrictions on radio communications because broadcasting for physical reasons is necessarily subjected to a licensing or a franchise system." He said that at present, through a "filter system" composed of the FCC and those who control the licensed broadcasting systems "our broadcasting has been diluted to the degree where it has become so neutral as to be ineffective." He alluded to Walter Winchell as an example of the worth of "strong free speech"

(*Continued on page 52*)

tually from its inception. In a front-page editorial last Monday he called on Speaker Rayburn to take action, citing the WALB Albany, Ga., incident in which Judge Cox was alleged to have accepted a fee of $2,500 in stock for legal services in connection with an FCC application. Rep. Cox repeatedly had protested that the money had been contributed to local charities.

Despite whisperings heard about Washington, there was no indication that the White House had influenced the decision of Rep. Cox to resign.

Praised in House

Speaker Rayburn, a close personal friend, Rep. Smith (D-Va.) and Rep. Colmer all had counseled him earlier in the week. It was thought Rep. Cox reached his decision to avoid any embarrassment to his colleagues and to Speaker Rayburn who, as the presiding officer of the House, had named him to the chairmanship.

After Rep. Cox's impassioned address, in which he said that "personal attacks against him had diverted public attention from the real issues involved in the investigation," both Speaker Rayburn and Rep. McCormack took the floor to laud the judge as a man who had made a great personal "sacrifice". The House had given Rep. Cox standing applause both before and after his speech. Judge Cox, highly emotional, did not restrain his tears.

Minority Leader Martin (R-Mass.) and Rep. Wigglesworth (R-Mass.), a member of the investigation committee, last Thursday expressed hope the Speaker would not appoint a successor who would "whitewash" the inquiry.

The House passed the Cox resolution for the inquiry on Jan. 19. The same measure had been introduced the preceding session by Judge Cox and followed similar resolutions offered by other members during the last half dozen years. The House adopted the Cox measure by practically unanimous vote. From the start of public hearings last July, the WALB incident repeatedly was cited by Commission protagonists as a basis for bias and prejudice on the part of Judge Cox.

Interim Report

Despite the assurance given the committee that the Cox resignation would result in an even more determined effort to ferret out the facts, the first test is expected to come when the Committee seeks additional funds. Its original provision of $60,000 is believed to be almost exhausted.

The committee staff is now preparing an interim report for the House on findings of the investigation thus far completed. Whether this plan will be pursued depends upon committee action under its new chairmanship. Meanwhile the staff is proceeding as authorized prior to the Cox resignation. Among other things, it was planned to have the interim report cover recommended separation of the Foreign Broadcast Intelligence Service and the Radio Intelligence Division from the FCC along with changes in the statute to clip the FCC's authority.

The committee also had planned to recommend to the House that Chairman Fly be cited for "contempt of Congress" because of his refusal to produce documents and testimony in connection with certain activities of the Board of War Communications.

Rep. Miller (R-Mo.) said last Friday he hoped Speaker Rayburn would name a chairman who would make a real investigation. A proponent of the Cox view regarding the FCC, Rep. Miller, has announced his intention, as a committee member, of offering a bill to transfer the Commission's war activities to the military establishment. He added that if the hearing "turns into a white-washing, I will resign and make my reasons public."

Rep. Magnuson (D-Wash.) a Democratic member of the committee, who along with Rep. Hart (D-N.J.) had criticized Rep. Cox's methods, declared he felt the committee "had a job to do in determining FCC policy and investigating allegations that the method of licensing stations is arbitrary".

Unnamed Democratic spokesmen asserted that following the Cox address Thursday the predominant sentiment favored the appointment of "a rough, tough chairman with prosecuting experience". Most members, these sources said, are convinced that there's "something wrong" at the FCC and want to get after it.

At the Dept. of Justice it was learned that Assistant Attorney General Tom C. Clark was investigating the WALB transaction, but no determination had been reached as to whether the department would

(*Continued on page 57*)

Five Station Licensees Petition FCC for License Assignment, Control Transfer

FIVE STATION licensees petitioned the FCC last week for voluntary assignment of their licenses and one to transfer control. WGES Chicago asked permission to change the form of the licensee corporation to a partnership, Radio Station WGES, including the same stockholders as partners. They are Gene T. Dyer, Vivian I. Christoph, Gene T. Dyer Jr., F. A. Ringwald, Louis E. Moulds, Grace V. McNeill and William F. Moss, who, excepting Grace V. McNeill, are all partners in WAIT Chicago.

Fitchburg Change

WEIM Fitchburg, Mass., would assign its license from Ruben E. Aronheim, part owner of retail furniture stores in Connecticut and Massachusetts, to a partnership consisting of Mitchell G. Meyers, Ruben E. Arnheim and Milton H. Meyers, to be known as Radio Station WEIM. The price is $12,-788.88, to be paid to Mr. Arnheim. Both Milton and Mitchell Meyers are attorneys. Milton Meyers will continue as manager.

Application of KLPM Minot, N. D., to assign its license to Minot Broadcasting Co., was incomplete and was returned, but it was learned that John B. Cooley, owner of KLPM, agreed to accept stock valued at $55,000 in the proposed new company in lieu of cash.

Great Plains Broadcasting Corp. asked approval of the assignment of its license to Radio Station WOW Inc., headed by John J. Gillen Jr., for $40,000, $10,000 cash and $4,000 yearly beginning Sept. 1, 1944. (See story page 49).

Central Broadcasting Co., licensee of WHO Des Moines, requested transfer of its license to a trusteeship composed of B. J. Palmer, Mabel Palmer, Daniel Palmer and William M. Brandon. This application has also been returned for fuller data. Daniel David Palmer is the son of B. J. and Mabel Palmer and together they own controlling interest in the company.

WKZO Kalamazoo, Mich., a corporation wholly owned by John E. Fetzer and his wife, asked permission to relinquish all stock to a partnership of themselves..

RETAIL PROMOTION Committee film presentation "Air Force and the Retailer" is to get a Capitol premiere Oct. 12. Committee of Washington station managers and representatives met at the Statler Hotel Tuesday, Sept. 28, to plan an impressive opening. Members of the planning group are (standing, l to r): Walter E. Schneider, NBC, N. Y., on publicity group of Retail Promotion Committee; Carleton D. Smith, general manager, WRC, and chairman of Washington premiere; Carl Burkland, general manager, WTOP; (seated), William D. Murdock, sales manager and assistant general manager, WTOP; Henry Seay, sales manager, WOL; Madeline Ensign, program director, WOL; Ben Strouse, commercial manager, WWDC; Sam Digges, commercial representative, WMAL; Ben Baylor, sales manager, WMAL; Mahlon A. Glascock, commercial manager, WRC; Howard Stanley, promotion director, WTOP; Arthur Stringer, NAB, promotion director and sercetary NAB War Committee; Neal Hathaway, promotion director, WRC; Walt Dennis, NAB news editor, left, who was also present, before the picture was taken. (See itinerary of tour, page 9.)

PLAYING THE GAME
WEMP Employes Purchased Like Ball Players

"PLAYING BALL" with the manpower situation, WEMP Milwaukee is having each employe—announcers and operators—sign a contract as in professional baseball. Other stations may purchase the contracts at a mutually agreed upon price, the employe and station each receiving 50% of purchase price. Handicapped by the WLB salary ceiling, smaller stations are being drained of personnel.

WEMP has supplied three announcers in the past two years, and the management feels that both announcers and station deserve compensation. WEMP also signs inexperienced men and options them, baseball fashion, to smaller state stations.

William P. Butler

WILLIAM P. BUTLER Jr., 32, son of W. P. Butler, vice-president in charge of production for the Kellogg Co., Battle Creek, Mich., plunged to death last Friday morning from the seventh floor of the Wrigley Bldg., Chicago, where he was employed as a junior account executive by J. Walter Thompson Co. He had been with the agency for six months as a radio copy writer working on inspirational War Bond messages. He is survived by his wife Caroline and son William, aged five.

Pertussin Spots

SEECK & KADE Inc., New York will again use the Pertussin *Singing Neighbor* transcribed five-minute program featuring Bailey Axton for its fall and winter campaign for Pertussin cough medicine. Program starts on 18 stations, two to three times weekly, Oct. 4. Agency is Erwin, Wasey & Co., N. Y.

Urges Free Speech

DISCUSSING freedom of speech in a recent broadcast, Sydney Moseley, Mutual commentator, pointed out that "a vital weapon in war is the spoken word. Therefore, it is our bounden duty to exercise the greatest control of what we utter over the radio." Mr. Moseley continued that "those who argue for full freedom of speech admit that it must be subject to military security."

XUM

Other Disc Firms May Yield to AFM Pact

Decca-World Sign; WOR to Follow Shortly

By BRUCE ROBERTSON

CONTRACT hailed by James C. Petrillo, president of the American Federation of Musicians, as the first agreement in the history of employe-employer relationship to embody the principle of payment by an employer of a percentage of his gross revenue to a national labor organization, was signed last Thursday morning between the AFM and Decca Records and its subsidiary, World Broadcasting System.

WOR to Sign

Thomas M. Kelleher, manager of WOR Recording Studios, which make only commercial transcriptions, said on Friday that he expected to sign with the union early this week. Studios had agreed at the time of the Decca-World oral understanding with the AFM to accept any terms finally included in that contract and had been permitted to employ AFM members on that understanding.

What the other companies would do was still undecided Friday evening. Representatives of Associated Music Publishers, Empire Broadcasting Corp., Lang-Worth Feature Programs, C. P. MacGregor, NBC Radio Recording Division and Standard Radio, transcription companies whose appeal to the government for relief from the recording ban had resulted in the current hearings in New York before a WLB panel, together with Columbia Recording Corp. and RCA-Victor Division of RCA, phonograph record manufacturers who on Wednesday became parties to those hearings, conferred Thursday afternoon and evening and again on Friday without announcing any plan of action, either concerted or individual.

Lacking official word, observers inclined toward the belief that economic pressure would force the other companies to take the trail blazed by Decca and World. Privately, industry leaders made no bones about their feeling that they had been "sold out" and are now "over a barrel". They still object to the principle of making payments into a union fund over which neither they nor the public have any control. They pointed out that the provision for continuing these payments beyond the term of the contract gives the union through a contractual agreement a property right in recordings which it has been unable to secure from the government through legislation.

In acknowledging this union interest in the product of its members, the recording industry feels it would be placing itself at the mercy of the AFM. It was pointed out that the contract contains no restriction on the AFM's authority to call a strike or to raise the scale to be paid instrumentalists for performing for phonograph records and transcriptions; that in effect the only thing the contract does is to set the range of royalty payments for the next four years and three months.

Despite the industry consensus that general acceptance of the Decca-World contract would constitute a major victory for Mr. Petrillo and his union, there seemed little doubt last week that it would be generally accepted. Transcription company executives expressed little hope that stations subscribing to their library services would continue to accept from them old transcriptions or *A Cappella* recordings of new tunes when other stations competing for listeners in their localities are broadcasting the new instrumental transcriptions issued by World. In the phonograph record field there seemed no doubt that unless the other companies signed with the union, Decca would have a virtual monopoly of the market for popular tunes.

See text of AFM-Decca-World contract on page 50.

Agreement, signed at AFM headquarters in New York by Mr. Petrillo for his union, and by E. F. Stevens, Decca executive vice-president, and Milton Diamond, secretary and general counsel of the recording company, runs until Dec. 31, 1947, and is retroactive to Sept. 20, date the union permitted its members to accept employment from Decca-World on the basis of an oral understanding reached Sept. 18 between Mr. Petrillo and Jack Kapp, president of Decca and chairman of the board of World.

As soon as the contract had been signed, the union presented copies to representatives of other companies engaged in the manufacture of phonograph records and transcriptions, offering them identical terms and conditions. Document is subject to the approval of the National War Labor Board, which has taken jurisdiction of the AFM ban on recordings, appointing a fact-finding panel which is currently conducting hearings on the matter in New York, but union officials seemed confident the board would approve the contract.

Financially, the contract calls for the payment by the record manufacturer to the union of royalties on phonograph records ranging from ¼-cent on records selling at retail for 35 cents to 5 cents for records retailing for $2 and 2½% of the retail price of all records selling at higher prices. Transcriptions to be used more than once carry royalties of 3% of the gross revenues derived "from the sale, lease, license or other disposition thereof." Musical spot announcement transcriptions carry the 3% royalties also, but normal commercial transcriptions, used only once, do not require any royalties.

"New royalties apply only to 'new business'", Mr. Stevens explained. "To elaborate, the royalty rates ranging from ¼ cent on 35-cent records upwards will apply on all recordings made from Sept. 20 on by members of the Federation, and will therefore be charged against new business only, and not against the thousands of records in the great Decca catalog.

"Likewise, in the case of World Broadcasting the 3% rates payable on electrical transcriptions containing performances by Federation members used more than once by customers, the fee will be payable only on recordings from that date and similarly will represent a charge against new business. This arrangement can ultimately result in the payment of substantial sums under the principle established by the agreement."

These royalties, which are of course in addition to the payments made to the individual musicians for their work, would give the AFM an income of $3,000,000 to $4,000,000 in a normal postwar year, providing all recording companies sign up with the union, Mr. Petrillo said. These figures, which he explained had been supplied by Decca officials, are considerably in excess of other industry estimates, which agree that a wartime annual revenue of $500,000 would be high, with postwar estimates ranging from $1,000,000 to $2,000,000.

Principle of payment directly to the AFM is based on a resolution adopted by the Union that authorizes the collection of such funds to set up and maintain an "employment fund" to be used to provide employment for AFM members deprived of normal employment opportunities because of the competition of "canned music". Joseph A. Padway, AFM counsel at the WLB panel hearings, said that in accept-

(*Continued on page 53*)

Itinerary of Retail Exhibition Is Tentatively Fixed by NAB

A TENTATIVE list of showings of the NAB's new retail promotion plan covers a schedule of 126 cities, at which presentation will be made before retailers, advertising agency representatives and others in public life prior to Nov. 10.

Paul W. Morency, WTIC Hartford, chairman of the NAB committee, last Friday released the tentative itinerary, but pointed out that it was subject to change. The world premier of the radio industry's film study of retailing problems will occur at the Statler Hotel in Washington Oct. 12.

The traveling sectional exhibits will be handled by masters of ceremonies especially trained for the presentations. It is estimated that upwards of 25,000 of the nation's retailing and radio executives will view the presentations.

Following is the tentative list of showings:

ALABAMA—Mobile, Oct. 21; Montgomery, Oct. 26.

ARKANSAS—Little Rock, Oct. 25.

CALIFORNIA—Los Angeles, Oct. 21; Oakland, Nov. 2; San Diego, not set; San Francisco, Nov. 1.

COLORADO—Denver, Oct. 27.

CONNECTICUT—Bridgeport, Nov. 1; Hartford, Oct. 27.

FLORIDA—Gainsville, Oct. 29; Jacksonville, Oct. 20; Miami, Oct. 18.

GEORGIA—Atlanta, Nov. 1; Columbus, Nov. 2; Macon, Nov. 3.

ILLINOIS—Chicago, Nov. 1, 2; Peoria, Nov. 4; Rock Island, Nov. 9.

INDIANA—Fort Wayne, Nov. 3; Indianapolis, Nov. 2; Terre Haute, Nov. 1.

IOWA—Cedar Rapids, Nov. 8; Davenport, Nov. 9; Des Moines, Nov. 10; Fort Dodge, Nov. 11; Sioux City, Nov. 12.

KANSAS—Wichita, Oct. 28.

KENTUCKY—Louisville, Nov. 12.

LOUISIANA—New Orleans, Oct. 25.

MAINE—Portland, Oct. 21.

MARYLAND—Baltimore, Nov. 11.

MASSACHUSETTS—Boston, Oct. 22; Fall River, Oct. 19; Greenfield, Oct. 18, a.m.; Pittsfield, Oct. 18, p.m.; Springfield, Oct. 28; Worcester, Oct. 26.

MICHIGAN—Flint, Nov. 3; Grand Rapids, Nov. 5; Kalamazoo, Nov. 4.

MINNESOTA—Albert Lea, Nov. 11; Duluth, Oct. 20; Minneapolis, Oct. 19; St. Paul, Oct. 18.

MISSOURI—Kansas City, Oct. 19; St. Louis, Oct. 20.

NEBRASKA—Lincoln, Oct. 18; Omaha, Nov. 15.

NEW HAMPSHIRE—Manchester, Oct. 20.

NEW JERSEY—Newark, Oct. 26.

NEW YORK—Albany, Oct. 25; Buffalo, Oct. 19; New York, Nov. 2, Nov. 3; Plattsburg, Oct. 29; Rochester, Oct. 20; Utica, Oct. 21.

NORTH CAROLINA—Asheville, Nov. 1; Durham, Oct. 18; Fayetteville, Oct. 21; New Bern, Oct. 20; Raleigh, Oct. 19; Winston-Salem, Nov. 2.

NORTH DAKOTA—Fargo, Oct. 22; Grand Forks, Oct. 21.

OHIO—Akron, Oct. 19; Canton, Oct. 21; Cincinnati, Oct. 28; Cleveland, Oct. 20; Columbus, Oct. 26; Dayton, Oct. 27; Springfield, Oct. 25; Toledo, Nov. 2; Youngstown, not set.

OKLAHOMA—Oklahoma City, Oct. 26; Tulsa, Oct. 27.

PENNSYLVANIA—Altoona, Nov. 10; Philadelphia, Nov. 4; Pittsburgh, Nov. 8.

RHODE ISLAND—Providence, Oct. 18.

SOUTH CAROLINA—Charleston, Oct. 25; Columbia, Oct. 26; Greenville, Oct. 27; Spartanburg, Oct. 27.

TENNESSEE—Bristol, Nov. 8; Chattanooga, Nov. 4; Kingsport, Nov. 8; Knoxville, Nov. 9; Memphis, Oct. 27; Nashville, Nov. 10.

TEXAS—Austin, Nov. 8; Beaumont, Nov. 2; Dallas, Nov. 10; Fort Worth, Nov. 9; San Antonio, Nov. 4.

UTAH—Provo, Nov. 4.

VIRGINIA—Danville, Nov. 3; Lynchburg, Nov. 8; Norfolk, Nov. 9; Richmond, Nov. 11; Roanoke, Nov. 4.

WASHINGTON—Seattle, Oct. 26; Spokane, Oct. 25; Tacoma, Oct. 27.

WEST VIRGINIA—Beckley, Nov. 15; Charleston, Nov. 17; Clarksburg, Nov. 19; Huntington, Nov. 16; Parkersburg, Nov. 18; Wheeling, Nov. 9; Fairmont, Nov. 22.

WISCONSIN—La Crosse, Nov. 10; Milwaukee, Nov. 8; Racine, Nov. 5; Sheboygan, not set; Wausau, not set.

Marked Gain in U. S. Families Estimated By Census Bureau

Total of 44,235,000 Families in 1960 Forecast As Compared With 34,823,000 in 1940

ESTIMATING the number of families in the United States at the beginning of each year from 1940 to 1960, the Bureau of the Census forecasts a total of 44,235,000 families in the latter year, as compared with 34,823,000 in 1940, an increase of 9,412,000 families in the 20 year period.

Compared with the figure for 1940, year of the last decennial census, the Bureau estimates 36,610,000 families in the country at the end of 1943, a gain of 1,728,000 in the three years.

Data shown in Table 1, herewith, take into account many factors expected to influence growth in the number of families. The Bureau points out that the results are approximations only, although an improvement on estimates made simply by extending previous trends.

Demobilization in 1945-6

Years 1945 and 1946 are arbitrarily selected as a period of demobilization. War losses are taken into account in the last column of the table, which shows the expected decrease in number of families per 110,000 casualties. The figure of 110,000 is presumed to comprise 100,000 white and 10,000 colored, killed, or confined to service men's hospitals, etc. It is not a forecast of losses resulting from the current war; the user may exercise his own judgment as to what multiplier should be applied to this factor to indicate the effect of war losses.

Unusual wartime marriage rates are taken into account. Couples marrying early in the 1940's who by 1944 still had not established the usual proportion of separate families are presumed to have done so during the years 1945-48. They are allowed for by lowering the proportion of couples marrying in 1945-48, after which "normal" marriage rate is presumed. Disestablishment of families of inductees is also considered. It is estimated that there was a loss of about 30 per cent of the families of married heads of families inducted in 1942.

Implicit in the estimates is the assumption that the goal of 10,800,000 people in the armed forces will be reached by the end of 1943 and that thereafter replacement will be made by drafting of single young men.

Reports says that the number of rural-farm families may be expected to continue as a declining proportion of all families. Since 1940, however, the proportion of families living on rural farms has probably decreased at a more rapid rate than it will decline in future years, the report concludes. More persons are expected to reside in the country after the war, but have non-agricultural employment. This however, may be more than offset by replacement of agricultural workers by machienry.

Census Bureau also expects continuance in the increasing proportion of white to non-white families, with the decline in the non-white proportion to go on at a decreasing rate.

Table 1. Estimated number of families in the United States under wartime conditions, assuming no war losses, and estimated number of families lost for each 110,000 war losses during the present war: 1940 to 1960 [years 1945 and 1946 assumed as period of demobilization]:

Year Jan. 1	Est. No. families war conditions [1] No.	Increase preceding year	Est. No. families lost (—) preceding year per 110,000 war losses
1940	34,823,000	------	------
1941	35,462,000	639,000	------
1942	36,111,000	649,000	------
1943	36,610,000	499,000	------
1944	36,544,000	—66,000	------
1945	36,783,000	239,000	------
1946	37,616,000	833,000	—13,000
1947	38,609,000	993,000	—19,000
1948	39,112,000	503,000	—17,000
1949	39,435,000	323,000	—11,000
1950	39,757,000	322,000	— 6,000
1955	42,095,000	[2] 468,000	[2]— 2,400
1960	44,235,000	[2] 428,000	[2]— 1,200

[1] Assuming no war losses, but making allowances for the unusual marriage rates during the 1940's, the delayed establishment of new families, the disestablishment of families of inductees during the war, and the reestablishment of inductees' families after the war.

[2] Annual average for the preceding five-year period.

Steel Sponsor's Serial

ALLEGHENY-LUDLUM Steel Corp., Brackenbridge, Pa., on Oct. 2 will sponsor *Mother and Dad*, serial on CBS since August, 1942. Heard on an institutional basis, the program will be sponsored by Allegheny Saturdays 5:30-6 p.m., but will continue on CBS on a sustaining basis in present Monday through Friday 5:15-5:30 spot. Agency is Walker & Downing, Pittsburgh.

Turn About

FOURTEEN months ago when Ray Marcus left for the Army, LaVell Waltman joined the announcing staff of WAVE Louisville, to take his place. Now, Marcus, who has been discharged from the Army due to an injury, returns to the WAVE microphones just in time to replace Waltman, who has answered the call to the colors.

Sutra Suntan Cream Airs First Winter Campaign

MAJOR MARKETS in vacation and industrial areas in the South and West have been selected by Artra Cosmetics Inc., New York, for the first winter campaign for Sutra Suntan Cream. Pleased with the results of summer drive on six stations in the New England and Middle Atlantic regions last year, Artra again plans using participations on women's programs.

War workers will be urged to use Sutra to prevent sunburn, which has been found by survey to be a cause of absenteeism, according to Murray Breese Associates, New York agency. Having in view victory garden workers and vacationers as well as industrial workers in the moderate climate areas, Sutra will be promoted via radio in Florida, Louisiana, Texas, Arizona, and California as far north as Los Angeles.

MBS in Mexican Exchange

THE FCC last week authorized MBS to transmit commercial and sustaining network programs produced by its affiliates to owned and affiliated stations of Programmas y Conciertos S.A., a Mexican corporation, known as Radio Mil's Network. Mutual stated in its application that it would also receive programs from Mexican stations. It will transmit over wire line or shortwave radio facilities of AT&T. All American nets have similar arrangements with Canada for commercial and sustaining programs. This is the first general authority for transmitting all kinds of programs to a Mexican network, although CBS since 1939 has had permission to transmit the Ford hour to Mexican stations.

RADIO AND SCREEN meet at the House on the Roof at Hotel Sherman, Chicago, to honor Sonny Tufts of Paramount Pictures, now playing in "So Proudly We Hail". Luncheon guests are (l to r): Jack Fisher, M. M. Fisher Assocs., Chicago; Earl Mullin, BLUE publicity director, New York; Sonny Tufts; Glenn L'A. Snyder, WLS Chicago; Rudi Neubauer, WMAQ Chicago.

U-P's JOE MORRIS JOINS CENSORSHIP

GRANTED leave of absence by the United Press, Joe Alex Morris, foreign editor of the news service, has joined the Office of Censorship in Washington. Mr. Morris will assist in administering the voluntary censorship code under which 13,000 newspapers and hundreds of other periodicals cooperate in withholding information useful to the enemy.

Byron Price, Director of Censorship, called attention to Mr. Morris' years of experience as head of the UP foreign staff and in working under the censorships of other countries. "We are most fortunate to have his help and I am grateful to the United Press for permitting him to come," he said.

Mr. Morris became UP foreign editor in 1938, coming from the Washington Bureau where he was in charge of the Senate press staff. He was born in Lancaster, Mo., and graduated from the U. of Missouri in 1925. He joined the UP in 1928, after experience on the *U. S. Daily*, *Washington Daily News*, *Tulsa Tribune*, and *Denver Morning Post*.

Chungking-to-WLW

INAUGURATION of Chungking-to-WLW shortwave service will be marked by the Cincinnati station Oct. 9 with a special program featuring such personalities as: Dr. Wei Tao-Ming, Chinese Ambassador to the U. S.; Pearl Buck, Nobel prize-winning novelist; Adet Lin, eldest daughter of the noted author Lin Yutang; Governors John W. Bricker of Ohio, Henry F. Schricker of Indiana and Mathew M. Neely of West Virginia. Host for the broadcast, to be heard at 10 p. m. CWT, is James D. Shouse, vice president of the Crossley Corp., under whose auspices the Chunking-WLW service was set up. Programs planned for transmission from the Chinese capital are designed for mid-west listeners rather than a national audience.

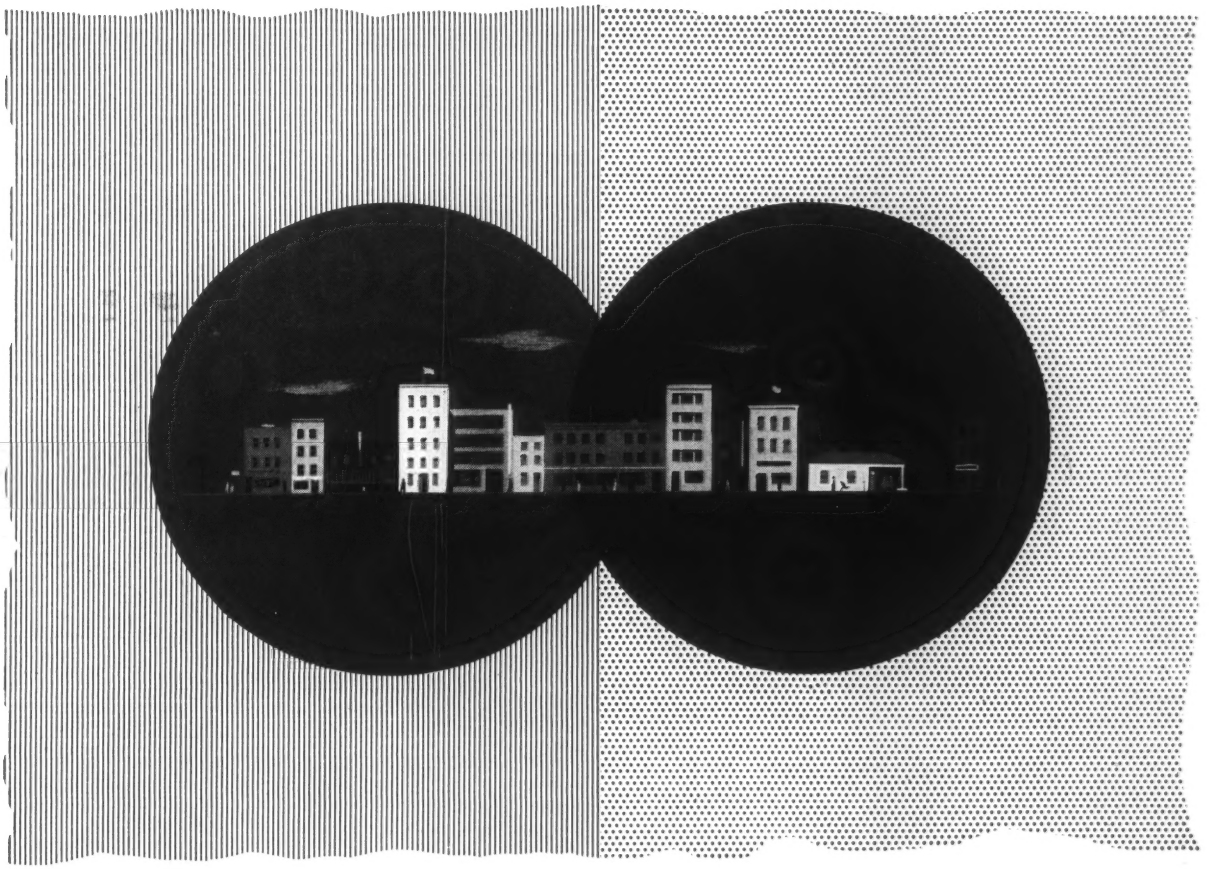
Bloomingdale's Show

BLOOMINGDALE'S New York department store, which currently uses a thrice-weekly program *Women and the War* on WQXR New York, is starting a new woman's program on WOR New York, Oct. 5, entitled *Tobe's Topics*. Featuring Tobe, well-known fashion authority, the program will deal with timely topics suggested by women, a $10 Bloomingdale merchandise certificate going to each listener whose suggestion is used. Scheduled for Tuesdays and Thursdays, 11:45 a.m. to 12 noon, the series will be announced by Ken Powell. Agency is H. W. Fairfax Adv. Agency, New York.

New Pepsi-Cola Copy

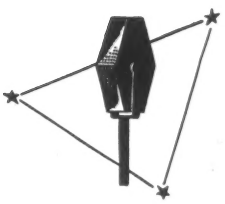
PEPSI-COLA Co., New York, has just introduced in the New York area a variation of its Kent-Johnson Jingle for bottled Pepsi-Cola. The added commercial introduces Pepsi-Cola in 10-ounce glasses at soda fountains. Company has been extending distribution of the beverage from soda fountain dispensers since last fall. Agency is Newell-Emmett Co., New York.

XUM



AURICULAR BINOCULARS, we pretty nearly said

Here's what we're getting at: 50,000-watt KDKA is like a pair of field-glasses for the ears! It brings distant places into clear focus. You stand at a KDKA mike in Pittsburgh and throw your voice into the whole of Allegheny County, and into 72 tri-state counties which embrace 60 towns of 10,000 population or more. With many automobiles "grounded" at present, people are shopping closer to their homes, as you know. Let KDKA bring them into focus . . . and into camp!



KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES

Winchell Intensifies Censor Debate

White Replies to Charge That CBS Policies Colored News

INTENSE debate over CBS policy against editorializing in radio newscasts was continued last week on the air, in the press, and at meetings of newsmen of both press and radio.

In the thick of the controversy was Walter Winchell, who has vigorously attacked the CBS editorializing rule. Winchell's entire Sept. 24 newspaper column was devoted to "censorship," with liberal quotation of a rebuttal letter addressed to him by Paul White, CBS director of newscasts, and author of the disputed regulation.

White to Winchell

Mr. White told Winchell that "there are three points not thus far mentioned in your column, which we think your readers should have in order to understand the real issue involved." Those points were that CBS, "while keeping opinion out of news broadcasting as such, invites the freest expression of opinion elsewhere in its broadcasting schedules"; that CBS policies do not preclude straight news reporting on "controversial subjects" in the news, an example being recent reporting on the draft-of-fathers controversy, and finally, that Winchell has not told his readers "the simple physical fact that lies behind the policy of non-partisan news broadcasting"—the definite limitation in the number of radio wave lengths.

Dropping his newspaper attack until Wednesday, Winchell, with other prominent commentators, again dug into the subject at the regular Overseas Press Club luncheon in New York, where Drew Pearson, BLUE commentator, was scheduled to give an off-the-record talk.

When the meeting got under way, however, Johannes Steel, commentator, and chairman, introduced the speakers with the comment that the conference was "on-the-record", the result being a frank exchange by Pearson, Winchell, Cecil Brown, who recently resigned from CBS [BROADCASTING, Sept. 27], William L. Shirer, of CBS, and H. V. Kaltenborn of NBC.

Coloring Charged

Bombshell by Winchell was his presentation of excerpts from a report by a former CBS re-write man (not named), in which specific examples of "coloring of news" by CBS were cited, together with explanation the writer's immediate superior was alleged to have given when making the deletions.

One of these examples was that in May 1942, a reference was made by a news writer to the fact that the House Committee had not yet taken up the President's proposal for the $25,000 income limitation to bring a billion dollars into the Treasury. The explanation for deleting this, Winchell said, was "You don't have to keep on mentioning that $25,000-a-year story. After all, you ought to realize that if it goes through it will affect the people upstairs who pay your salary."

White's Reply

In answer to this and similar examples used by Winchell at the luncheon, Mr. White on Sept. 29 issued a statement naming the "writer" as Joseph Q. Riznik, who had written White a letter attacking the news judgment of "his then immediate superior, Robert S. Wood, and accusing Wood of defending that news judgment in a series of quotations that would tend to indicate journalistic bias on the part of Mr. Wood.

"Actually, I have examined the scripts about which Mr. Riznik complains, item by item," Mr. White's statement continues, "and have found that if the disputed material had not been excised, Mr. Riznik would have slanted the news according to his own personal beliefs." Declaring that he felt it "only fair" to give Mr. Wood's statement equal publicity with any quotations of Mr. Riznik's charges, Mr. White included Mr. Wood's attitude in the statement.

In part, Wood told White: "Mr. Riznik's implications of Columbia's attitude are absurd. I have always edited CBS news copy with the idea of achieving as great a degree of objectivity as possible. Neither you nor any other executive of the company has ever at any time indicated to me in any way that I should edit copy to favor any point of view or to please any of our sponsors."

Winchell added that a complete file of the correspondence has been placed in the hands of James Lawrence Fly, chairman of the FCC.

Kaltenborn 'Extemporizes'

Drew Pearson in his talk at the Club luncheon, classified censorship in four ways: regular authorized censorship by the Office of Censorship; indirect government censorship, amounting to Gestapo or political pressure; censorship by big companies, and censorship by networks, agencies and "holding companies."

Cecil Brown, giving an example of "how the new CBS policy works", pointed out how a CBS commentator recently was obliged to quote from various sources rather than give his opinion of the news in question. William L. Shirer remarked that the CBS policy was not new, and defended the way in which the broadcast mentioned by Brown was handled.

Speaking impromptu, Kaltenborn concluded the discussion by saying that he didn't mind "pressures" and that he had been "subjected to CBS pressures for 10 years." He solved it, he said, by extemporizing, a habit he recommended to other commentators.

On the *People's Platform* broadcast over CBS, Mr. White detailed the background for CBS news policy, and said, "Actually, what we're doing is insisting only upon the elimnaton of camouflaged propaganda that opinionated reporters and analysts would otherwise insinuate."

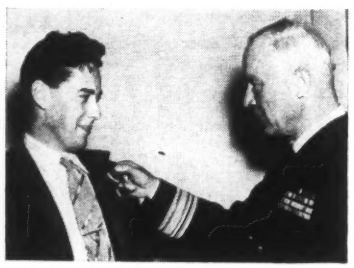
Mr. Vandercook argued that the inference that CBS is "competent to judge what is fact and what is opinion," is a basic fallacy.

Taking a similar position, Mr. Ernst said radio had created a new right, "the right to listen." His opinion was that CBS is mistaken in differentiating its treatment of news analysts, newscasters, reporters, forums and even sale of time to sponsors. "It is all one great editorial problem," he said, adding that it was an easier job to convey totally, a fair picture to the audience, than to insist upon total dullness or total objectivity by each and every analyst.

Mr. Kaye took a middle ground stand, saying: "We certainly agree that a network has two duties in relation to news. First and primarily, it has the duty of presenting all of the news as accurately and as fairly and as dispassionately and as completely as is humanly possible. And then it has the duty of permitting time on the air for all the facets of viewpoint on the great controversial subjects that come before us."

New N. Y. FM Outlet

FOLLOWING six months of experimental operation, W39NY, New York City FM Station, last week received its FCC license to begin full-time high frequency broadcasting. W39NY will operate continuously from 5 to 10 p.m. each evening. In addition to music from the New York music centers, W39NY will carry a number of music and public service programs at its sister station, WNYC.



PURPLE HEART is awarded to Arthur Mallory (left), engineer of WELI, and former radio man 3d. class, U. S. Naval Reserve, by Rear Admiral Watt Cluverius, U. S. Navy (ret.) in a special broadcast over WELI last week. Mallory was wounded in a naval engagement at Guadalcanal, and joined the New Haven station after his honorable discharge.

Dr. Baker to Head War Plan Group

Radio Future Outlined At RTPB New York Meet

DR. W. R. G. BAKER, vice-president of General Electric Co., was elected chairman of the Radio Technical Planning Board, at the first meeting of the group, Sept. 29 at the Roosevelt Hotel, New York. Nine organizations were represented at the meeting, which adopted a plan of organization and procedure to carry out the RTPB objectives of formulating plans for the technical future of the radio industry and services and of advising Government, industry and the public with its recommendations, limited to engineering considerations.

Dr. Baker

Five organizations: American Radio Relay League, FM Broadcasters Inc., Institute of Radio Engineers, NAB and Radio Manufacturers Assn., have become contributing sponsors by agreeing to contribute $1,000 each to support the RTPB during its first year of operation. American Institute of Electrical Engineers, Aeronautical Radio Inc. and International Assn. of Police Chiefs have expressed intentions of joining this group as soon as authority can be secured from their organizations, while National Independent Broadcasters will remain as a non-contributing, non-voting member.

Agree to Cooperate

Dr. Baker was elected chairman for one year, term set for all officers, by a three-to-two vote after a heated debate in which the friction between IRE and RMA which threatened to kill the RTPB before it was born cropped up again. Dr. Baker, with APRL and IRE NAB, FMBI and RMA voted for supporting Haraden Pratt of Federal Telephone & Radio Corp. Following his election, however, all parties agreed to drop their former disagreements and to work together.

Other officers, vice-chairman, secretary and treasurer, will be elected at a subsequent meeting. None of the officers has a vote, this privilege being restricted to representatives of the contributing sponsors who constitute the administrative committee of the RTPB. Work of the organization will be carried on by research panels, working under RTPB supervision and with their chairmen members of the RTPB.

BERNARD H. PELZER, Jr., formerly assistant to Kirby Hawkes, radio supervisor of Benton & Bowles, New York, has joined Abbott & Kimball Co., New York, as radio director.

XUM

STATION **WHN** NEW YORK

Announces The Appointment

Of

WILLIAM G. RAMBEAU

National Representative

For All Territories

Outside The Eastern Seaboard

Effective Immediately

The Baseball Season Ends . . .

"CONNIE DESMOND BANDSTAND"

takes over

3:00-5:00 P.M., Monday Thru Saturday

Here's a two-hour recorded musical program to "inherit" the huge pre-built WHN afternoon audience. It picks up where baseball leaves off, and builds from there.

Heading this show is Connie Desmond who is as well versed in popular music as he is in sports. Connie's breezy style in the Brooklyn Dodger broadcasts won for him a large loyal following.

"Connie Desmond Bandstand" is sold on a participating basis in fifteen-minute periods, also five-minute news strips, Monday thru Saturday.

8 bands and 2 vocalists are heard daily, and on Saturday, Connie runs a Football Score Board.

STATION **WHN** NEW YORK

50,000 WATTS 1050 KC

3 Stations Claim Net Rules Violated

Request FCC to Investigate Blue, MBS Discrimination

THREE more stations appealed to the FCC last week to investigate alleged violations of network regulations. WMGA Moultrie, Ga., on the heels of a similar complaint two weeks ago by WORD Spartanburg, S. C., wrote the Commission that Mutual refused to allow it to carry the World Series at no cost to the sponsor or the network because of a protest to MBS by WALB Atlanta, 35 miles distant. Mutual announced Friday, however, that WMGA would take the series off the WALB line.

General's Views

The Commission, it is understood, is proceeding with a routine investigation of this and the complaints of WKEU Griffin, Ga., which alleges that WAGA Atlanta is blocking an affiliation contract it seeks with the BLUE, and of WLPM Suffolk, Va., which charges that WGH Norfolk, Va., is blocking its acquisition of several BLUE sustaining programs.

It was learned at Senator Maybank's (D-S.C.) office that he has not received a reply to his letter to baseball Commissioner Landis seeking clarification on Judge Landis' attitude to Senator Maybank's effort to make the World Series available to all stations regardless of network affiliation [BROADCASTING, Sept. 27]. Maj. Gen. D. S. Wilson, Commanding Officer of Camp Croft, S. C., wrote WORD Spartanburg when it was agreed two weeks ago that WORD would be allowed to carry the Series, "I am very glad to hear that the World Series will be broadcast over one of our own stations in Spartanburg which will ensure a good reception."

It is understood that Senator McFarland (D-Ariz.) has also complained to the FCC about World Series coverage in Arizona and the Southwest. The Commission sent Senator McFarland a complete map of World Series coverage which has been forwarded to Judge Landis.

Trip By Trammell

PRELIMINARY plans for a business trip to London, Africa and the Far East by Niles Trammell, president of NBC, and John F. Royal, NBC vice-president in charge of international relations, were reported under way last week, although no departure date nor details have been settled. Purpose of the tour will be to re-establish NBC contacts in countries freed by the Allies from Axis domination and line up facilities for future use by NBC foreign correspondents.

Fitzpatrick Signals

FITZPATRICK BROS., Chicago (Kitchen Klenzer), started on Sept. 26 a schedule of seven time signals weekly, 13 weeks on WMAQ Chicago. Company is currently sponsoring a similar schedule on WBBM Chicago. Agency is Arthur Meyerhoff & Co., Chicago.

LAUNCHING a new full CBS network program with a pen-flourish are (seated, l to r): Dudley Faust, CBS network salesman in Chicago, and Addison Lewis of Addison Lewis Associates, Minneapolis. Standing are: Walter Preston, WBBM-CBS program director; Danny O'Neil, singer; Donald Roberts, CBS Midwest sales manager. Sponsor of the program which features O'Neil with the Great Lakes Naval Training Station choir, is Minneapolis-Honeywell Regulator Co., Minneapolis.

OWI Lauds Role Radio Is Performing In Military and Civilian Activities

RADIO'S ROLE in World War II is described as "probably the greatest and fastest exchange of intelligence the world has ever known" in an OWI report on *United States Communications in the War*.

"In addition to performing much wartime research in its laboratories," the report says, "the radio industry has contributed much time and talent to the broadcasting of Government war messages—about $140,000,000 worth during 1942.

Foreign Programs

"Broadcasting stations and radio programs are responsible in large part—for public understanding and acceptance of such measures as gasoline rationing, point rationing and the Victory tax, and for the success of such campaigns as those for the use of V-mail, the purchase of War Bonds, recruitment of glider pilots, student nurses, etc. Every station in the country has been making between 9 and 12 announcements of war messages a day, from material furnished by various government agencies, through the Office of War Information, which acts in a coordinating capacity".

And these war effort programs reached not only the average American listener, but also the 25,000,000 foreign language listeners through the 170 domestic foreign language stations, broadcasting in 30 different tongues. Three groups are now supervising these stations, the FBI, which checks on all persons engaged in such broadcasts; the Office of Censorship through its "Code of Wartime Practices"; and the FCC which supervises operation of licensed stations for the public interest, according to OWI's release.

Quite different is the foreign language field when it broadcasts over shortwave, playing an integral part in psychological warfare. The OWI and the Coordinator of Inter-American Affairs have jointly leased, for the duration, all 14 of the country's privately-owned shortwave stations and 8 commercial transmitters.

The report describes OWI's international "Voice of America" as being "aimed at five listening groups: enemy areas, Axis occupied areas, neutral countries, the United Nations and Allied occupied areas." The message is carried round the clock in more than 40 languages and dialects. It was recently estimated by a London intelligence source familiar with the underground that at least half of the French underground newspaper news and features are taken from United States broadcasts. The OWI says that these broadcasts were highly instrumental in bringing about the downfall of the pro-Vichy governors of French Guiana and Martinique, and tremendously important in the African invasion landings.

Bakers Sponsor Serial

BELL BAKERS Inc., New York, starts *Sam Adams—Your Home Front Quartermaster*, transcribed daytime serial, Oct. 11 on 18 South and Midwest stations. The thrice-weekly program, designed to acquaint consumers with grocers' problems, is sponsored locally by over 50 bakeries, and on other stations by food and beverage advertisers [BROADCASTING, Sept. 13]. Merchandising includes newspaper promotion, dealer broadsides, truck posters and a few preview parties. Harry Jacobs Productions, New York, is agency.

MBS, BBC Ready For World Series

To Be Shortwaved to Troops, Gillette Sponsors on MBS

GIVING COVERAGE to a major U. S. sports event for the first time, the BBC will shortwave to men overseas a complete summary of the World Series baseball games. Don Dunphy, sports announcer, will handle the inning-by-inning resumes together with interviews with managers and leading players immediately after each game.

Broadcasts will be heard on the BBC General Overseas Service and the Forces Network at 5:15 p.m., starting Oct. 5. Because of the difference in time, the Dunphy broadcasts will be repeated via transcription the following day at 10:45 a.m. (EWT) on the BBC Pacific Service for forces in the Far East.

Gillette Sponsors

Mutual will broadcast the games in this country under sponsorship of Gillette Safety Razor Co., Boston. Lt. Bob Elson, USN, former sportscaster of WGN Chicago, will alternate with Red Barber in the play-by-play description of the games, with Bill Corum handling color highlights. Mel Allen, former Mutual sportscaster, now an Army private, had originally been slated to share the coverage with Barber and Corum, but was unable to secure permission from the War Dept. through his commanding officer at a Texas camp, where he was recently transferred.

In a special series of World Series "prevues", Mutual is broadcasting interviews with ball players of the St. Louis Cardinals and the New York Yankees and with presidents of the National and American Leagues. The last of three such programs, all of which are sustaining, will be heard Monday, Oct. 4. Participating will be J. P. Spang, Gillette president; Ford Frick, National League president; Will Harridge, American League president; Leslie O'Connor, of *Baseball*, and the managers of the Cardinals and the Yankees. Maxon Inc., New York, handles the Gillette account.

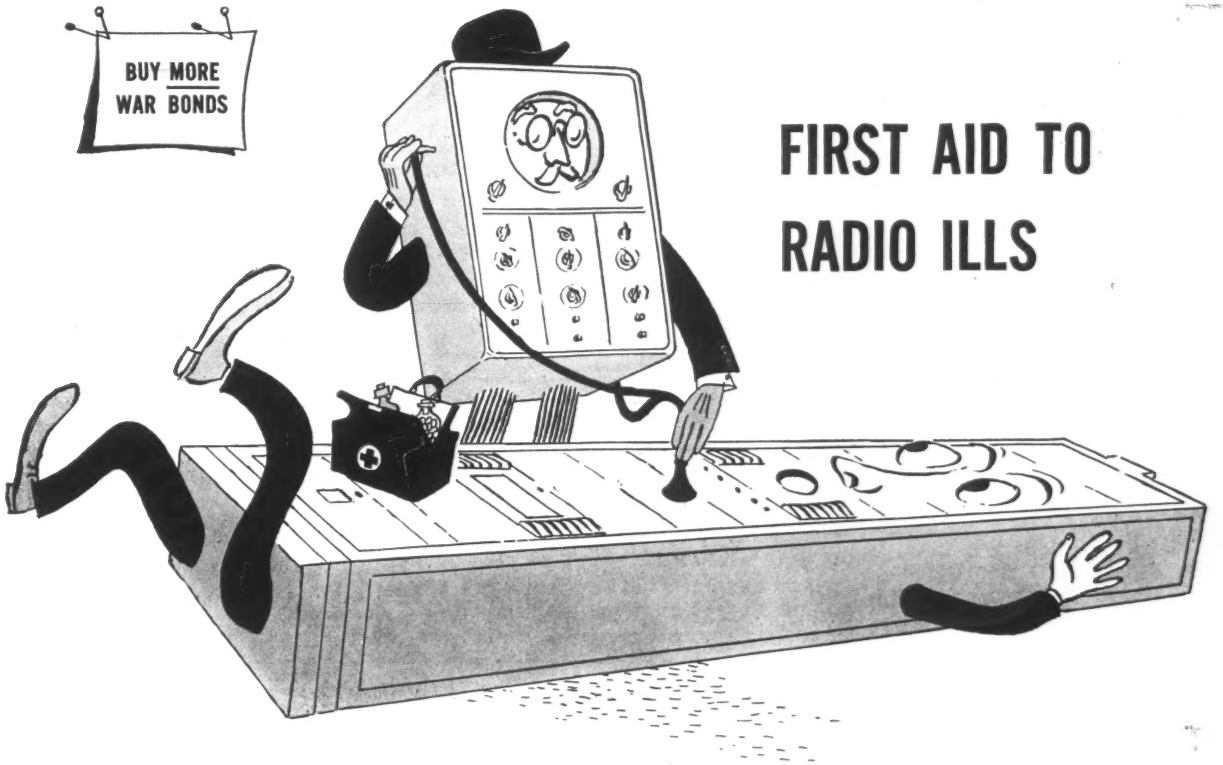
Stokowski's Book

"RADIO has enriched the cultural life of almost everyone by making the music of many lands and many periods available all over the civilized world," says the opening chapter of *"Music For All of Us"*, by Leopold Stokowski, noted conductor of the NBC Symphony Orchestra, which was published last week by Simon & Schuster, New York [$2.50].

Dog Foods Promoted

SPRATT'S PATENT Ltd., Newark, N. J., has scheduled a series of spot announcements on WJJD WJR WQXR WABC to promote its dog foods. Announcements average one a day on each station for 13 weeks. Agency is Paris & Peart, New York.

XUM



FIRST AID TO RADIO ILLS

Measuring and test instruments are essential to the operation and maintenance of broadcast stations.

This necessity is not only recognized but enforced by the FCC rule *requiring* every station to have a

Frequency monitor, and a Modulation monitor.

Every station with a directional antenna should have a

Phase monitor.

Actually, for good operation and proper maintenance, every station should have, in addition to the above-named instruments, an

Audio oscillator, and a Distortion meter.

Realizing that properly designed instruments are an essential part of good broadcast station equipment, RCA has developed a complete line of such instruments. For television broadcast stations a special line of RCA instruments is available.

From microphone to antenna RCA offers the broadcast station *complete* equipment of coordinated design—assuring superior performance, maximum operating economy and convenience, and the advantages of an integrated system of matching units.

RCA

RCA BROADCAST EQUIPMENT

RCA Victor Division • RADIO CORPORATION OF AMERICA • Camden, N. J.

Baltimore's "Parade of Stars" . . .

In advertising as in entertainment you will find the foremost local and national "stars" represented in this WBAL schedule.

With the many excellent announcement campaigns, the list represents the greatest "Who's Who" of local and national business it has ever been the privilege of WBAL to serve.

All because, to a greater extent than ever before, advertisers know "the brands that sell—are those advertised on WBAL."

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

A. M.	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	A. M.
5:30	*Star Parade*	GITTIN' UP TIME WITH HAPPY JOHNNY - - - - - - - - - - - (*Participating*) DeKALB HYBRID CORN SEED - - - - - - - - - - - - - - - *6:15 to 6:30 A. M.*						5:30
6:30		AROUND THE BREAKFAST TABLE WITH BOB ELLIS - - - - - - - - (*Participating*)						6:30
8:00	REV. H. B. RITTENHOUSE	ESSO NEWS REPORTER 7:30 to 7:35 A.M., AUNT JEMIMA, Thur., Fri. and Sat. 7:45 to 7:50 A.M. MANO SWARTZ "Stories Behind the Headlines" 8:00 to 8:15 A. M. GROVES NEWS 7:00 to 7:05 A.M. and 8:45 to 8:50 A.M.						
9:00	*News*	EVERYTHING GOES - *NBC Sustaining*						9:00
9:15	*Commando Mary*							9:15
9:30	*The Melody's The Thing*	SWEETHEART SOAP *Galen Fromme*	McKESSON & ROBBINS *Galen Fromme—News*	SWEETHEART SOAP *Galen Fromme*	McKESSON & ROBBINS *Galen Fromme—News*	SWEETHEART SOAP *Galen Fromme*	McKESSON & ROBBINS *Galen Fromme—News*	9:30
9:45		MOLLIE MARTIN - - - - - - - - - - - - - - - - (*Participating*)					*Gif-Ted Club*	9:45
10:00	RED CROSS *That They Might Live*	BAB-O-CLEANSER - - - - - - - - - - - - - - - - *Lora Lawton*					*Camp Wheeler*	10:00
10:15		ROYAL BAKING POWDER - - - - - - - - - - - - - - - *The Open Door*					*NBC Quartet*	10:15
10:30	*News and* SUNDAY ROUNDUP (*Participating*)	OLD DUTCH CLEANSER - - - - - - - - - - - - - - - *Helpmate*					SPAULDING *Babe Ruth*	10:30
10:45		N B C FEATURE - - - - - - - - - - - - - - - - - *Music Room*					*Family Hour*	10:45
11:00	GOSPEL TABERNACLE *Rev. G. E. Lowman*	DUZ - *Road of Life*					*Saturday Showdown*	11:00
11:15		CRISCO - *Vic and Sade*						11:15
11:30		P. & G. SOAP - - - - - - - - - - - - - - - - - - *Snow Village*					*Musical Maneuvers*	11:30
11:45		BAB-O-CLEANSER - - - - - - - - - - - - - - - - - *David Harum*						11:45
12:00 Noon	ESSO MARKETERS - *News Reporter*							Noon 12:00
12:05	*Behind the News*	FOUR WAY *Behind the News*	PETER PAUL *Behind the News*	FOUR WAY *Behind the News*	PETER PAUL *Behind the News*	FOUR WAY *Behind the News*	PETER PAUL *Behind the News*	12:05
12:15	AUMAN & WERKMEISTER *Man and His Music*	MUSICAL EXPRESS - - - - - - - - - - - - - - - - - *Participating* GROVES—Golden Gate Quartet 12:25 to 12:30 P. M.					FUL-O-PEP *Man on The Farm*	12:15
12:30	MEADOWRIDGE *Blue Horizons*	MIRTH AND MADNESS - - - - - - - - - - - - - - - *NBC Sustaining*						12:30
12:45	RANGER JOE *Ranch*						MIRTH AND MADNESS	12:45
1:00	DR. N. F. SPECTOR *Health and Harmony*	NEWS and BEHIND THE NEWS - - - - - - - - - - - - (*Participating*)					NEWS POST *Jungle Jim*	1:00
1:15		BOB ELLIS PRESENTS - - - - - - - - - - - - - - - (*Participating*)					*Melodies*	1:15
1:30	*Senator Tydings*						NEWS POST *Front Page Drama*	1:30
1:45	LISTEN MOTORISTS STAY OUT OF COURT	BALTIMORE NEWS POST - - - - - - - - - - - - - - - *Alexander Gifford*					*War News*	1:45
2:00	GEN'L. FOODS *Those We Love*	WHEATIES - - - - - - - - - - - - - - - - - - - *Guiding Light*					*Football*	2:00
2:15		KITCHEN TESTED FLOUR - - - - - - - - - - - - - *Lonely Women*						2:15
2:30	WESTING-HOUSE *John Charles Thomas*	CHEERIOATS - - - - - - - - - - - - - - - - - - *Light of the World*						2:30
2:45		SOFT-AS-SILK - - - - - - - - - - - - - - - - - *Hymns of All Churches*						2:45

XUM

P. M.	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	P. M.
3:00	CANDY COUNCIL *Rationing*	IVORY - *Woman of America*					*Football*	3:00
3:15	SHEAFFER PEN *Upton Close*	OXYDOL - *Ma Perkins*						3:15
3:30	*This is the Army Hour*	CAMAY - *Pepper Young's Family*					*Football*	3:30
3:45		WHITE NAPHTHA - - - - - - - - - - - - - - - - *Right to Happiness*						3:45
4:00		HALEY'S M-O - - - - - - - - - - - - - - - - - *Back Stage Wife*					*Football*	4:00
4:15		DR. LYONS - *Stella Dallas*						4:15
4:30	SCHLEISNER CO. *Woman of the Week*	PHILLIP'S CREAM - - - - - - - - - - - - - - - - *Lorenzo Jones*					*Football*	4:30
4:45		PHILLIPS MILK OF MAGNESIA - - - - - - - - - *Young Widder Brown*						4:45
5:00	GENERAL MOTORS *Symphony Orchestra*	DIAMOND CRYSTAL SALT - - - - - - - - - - *When a Girl Marries*					*Glory*	5:00
5:15		POST BRAN FLAKES - - - - - - - - - - - - - - *Portia Faces Life*					CALVARY HOUR *Rev. Wm. Detweiler*	5:15
5:30		BENEFAX - *Just Plain Bill*						5:30
5:45		FREEZONE - *Front Page Farrell*					SCHUTTER CANDY *Curt Massey*	5:45
6:00	CATHOLIC HOUR	ESSO MARKETERS - *News Reporter*						6:00
6:05		NATIONAL BREWING CO. - - - - - - - - - - - - - - - - - - *National Sports Parade*						6:05
6:15		AROUND THE DINNER TABLE - *(Participating)*						6:15
6:30	ESSO NEWS GROVES *Behind the News*	MANO SWARTZ "Songs of Romance" 6:40 P. M.						6:30
6:45	MANO SWARTZ *Galen Fromme*	SUN OIL - *Lowell Thomas*					ARUNDEL *News*	6:45
7:00	JELLO *Jack Benny*	CHESTERFIELD CIGARETTES - - - - - - - - - - - - *Fred Waring*					*For This We Fight*	7:00
		ALKA SELTZER - - - - - - - - - - - - - - - - *Newsroom of The Air*						
7:30	FITCH SHAMPOO *Band Wagon*	PARKAY *Great Gildersleeve*	GOODYEAR *Salute to Youth*	BALTO. SALVAGE CO. *Nights* *H. V. Kaltenborn*	LEVER BROS. *Bob Burns*	FREE STATE *Hands Across Sea* *H. V. Kaltenborn*	BROMO SELTZER *Ellery Queen*	7:30
8:00	CHASE AND SANBORN *Charlie McCarthy*	DU PONT *Cavalcade of America*	PHILIP MORRIS *Johnny Presents*	WOODBURY *Mr. and Mrs. North*	MAXWELL HOUSE *Coffee Time*	CITIES SERVICE *Concert*	DRENE *Abie's Irish Rose*	8:00
8:30	ROYAL DESSERT *One Man's Family*	FIRESTONE *Voice of Firestone*	TUMS *Horace Heidt*	RALEIGH *Hildegarde*	JELLO *Aldrich Family*	LUCKY STRIKE *All Time Hit Parade*	IVORY *Truth or Consequences*	8:30
9:00	DR. LYONS *Manhattan Merry Go Round*	TELEPHONE HOUR	MOLLE *Mystery Theatre*	IPANA SAL HEPATICA *Eddie Cantor*	KRAFT CHEESE *Bing Crosby*	PHILLIPS MILK OF MAGNESIA *Waltz Time*	ALKA SELTZER *National Barn Dance*	9:00
9:30	BAYER ASPIRIN *American Album of Familiar Music*	VICKS *Dr. I. Q.*	JOHNSON FLOOR WAX *Fibber McGee*	VITALIS *Mr. District Attorney*	SEALTEST *Joan Davis*	BUGLER TOBACCO *People Are Funny*	COLGATE *Can You Top This?*	9:30
10:00	GENERAL ELECTRIC *Hour of Charm*	CARNATION MILK *Contented Hour*	PEPSODENT *Bob Hope*	LUCKY STRIKE CIGARETTES *Kay Kyser*	CAMELS *Abbott & Costello*	SWAN SOAP *Amos and Andy*	COLGATE *Million Dollar Band*	10:00
10:30	LORILLARD *Bob Crosby*	H. J. HEINZ *Information Please*	RALEIGH TOBACCO *Red Skelton*		TIME MAGAZINE *March of Time*	COLGATE *Bill Stern* WM. TUERKE *Soldiers of Press*	PRINCE ALBERT *Grand Ol' Opry*	10:30
11:00	EMBROS WINE *War News*	ESSO MARKETERS - *News Reporter*						11:00
11:05		NATIONAL BREWING CO. - - - - - - - - - - - - - - - - - - *National Sports Parade*						11:05
11:15	THE OPEN BIBLE	HAMILTON BAPTIST CHURCH - - - - - - - - - - *The Open Bible*					*Link Aviation*	11:20
							FIRST CHURCH OF NAZARENE	11:35
12:00 to 5:30 AM	ALL NITE STAR PARADE - *7 Nights Weekly*							11:45 to 5:30 AM
	NAT'L. BREWING CO. - - - - - *News on the Hour*				BULOVA - - - *Time Signals On the Hour*			

DETROIT PUBLIC LIBRARY

DEEP SLEEP of Pvt. Harvey Thompson, making him oblivious to the lighted match, was induced by Dr. Ralph Slater (left), psychologist who hypnotized him and several others over a closed circuit broadcast at WOL Washington, Mutual outlet. Staff member Vicki Coombe looks on. William B. Dolph, general manager, is planning a program built around hypnosis, of which Dr. Slater's demonstration was a preview.

BLACKSTONE AGENCY EXPANDS IN N. Y.

IN A REORGANIZATION and expansion of its radio department, Blackstone Co., New York, has appointed William T. Cavanagh to the new post of radio director. Production manager of WTAG Worcester, for the past three years, Mr. Cavanagh, also was at WLS and WCFL Chicago.

Agency has rebuilt part of its space at 221 West 57th St. to accommodate increased radio activities, and has appointed account executives to handle radio only. Specializing in five-minute programs, the agency has set out to demonstrate what can be done in a small amount of time with showmanship. Ads are being run in New York papers, one calling attention to a major network station program running at a cost of $99.50 per week. Plan is to draw into radio the advertiser who would normally hesitate because of the cost —agency experience shows that once the step has been taken, the account gradually increases its use of radio. An example was an advertiser who started off spending $60 a week and ended up, before wartime limitations, with $25,000 a year.

NBC Creates Division For Women's Activities

TO ESTABLISH channels of communication with women directors of all NBC owned and operated stations, NBC's public service division has created a women's activities division, according to William Burke Miller, manager of the divison. Chairmanship will rotate automatically each four months. The incumbent will conduct correspondence and distribute information between the Eastern, Central and Western division and NBC O & O stations. Margaret Cuthbert, NBC director of programs for women and children, will serve as chairman for the first period; Jane Tiffany Wagner, director of war activities for women, for the second, and Mrs. Doris Corwith, assistant public service counselor, third.

NBC STATION GROUP HAS FALL MEETING

FALL MEETING of the NBC stations planning and advisory committee, held in New York Sept. 29 and 30, consisted chiefly of general discussions of 1944 plans for commercial programs, public service features, program development and promotion, NBC stated. James D. Shouse, WLW Cincinnati, presided in his capacity as chairman of the group, with Niles Trammell, president of NBC. Other members of the committee are: Paul W. Morency, WTIC Hartford; G. M. Richard Shafto, WIS Columbia, S. C.; G. E. Zimmerman, KARK Little Rock; Stanley E. Hubbard, KSTP St. Louis; H. D. Stone, WSM Nashville; Sydney S. Fox, KDYL Salt Lake City, and Arden X. Pangborn, KGW Portland, Ore.

In addition to various NBC department heads, the following NBC executives were present: Frank E. Mullen, vice-president and general manager; William S. Hedges, vice-president in charge of stations; A. L. Ashby, vice-president and general counsel; Roy C. Witmer, vice-president in charge of sales; Clarence L. Menser, vice-president in charge of programs; Charles B. Brown, director of promotion and advertising; James R. Angell, public service counselor; John F. Royal, vice-president in charge of international relations, and Frank M. Russell, vice-president in charge of NBC's Washington office.

Dr. Legear Medicine Co. Places Spot Contracts

DR. L. D. LEGEAR MEDICINE Co., St. Louis (livestock and poultry remedies), has placed 26-week contracts for a varying schedule of one-minute transcribed announcements and 10 and 15-minute live programs on 119 stations. Most of the contracts start on Oct. 18. Agency is Simmonds & Simmonds, Chicago. Phil W. Tobias and Lee Hammett are account executives. Stations to be used are: WAPI WMSL WSFA WALA WJHO KWJB KCRJ KLCN KFFA KBTM KLRA KUOA KFXJ WTMC WDLP WTAL WAGA WGAC WBLJ WMAZ WMGA WRLC WAYX WCAZ WLS WJJD WDZ WIBC WKMO WLBC WAOV WHO KGLO KMA KXEL KOAM WIBW KFH WHLN WOMI KALB KMLB WWL KWKH WDBC WJMS WIBM WDMJ WHLS WCCO WCBI WGRM WJDX WCOC WQBC KHMO KWOS KWOC KDRO KWTO KMOX WJAG KOB KICA KAVE KTNM WBBB WBT WHKY WRRF WBNS WHIZ WMRN KVSO KSWO KVOO WSAN WFBG WHP WIS WOLS WFBC WNAX WOPI WHUB WREC WSM KFJZ KRBC KGKL KBST KVWC KRLH KGNC KNEL KEYS KRLD KGBS KTRH KPAB KFYO WOAI KTEM KVIC KWFT WJMA WSVA WMVA WRVA WINC WCHS WMMN WSAZ WPAR WWVA WBRW WTAQ WIBA WIBU.

Vitamins Airs Kennedy

AS PART of a national drive to increase the number of retail outlets for Major B Vitamins, Major Vitamins Inc., New York, presents John B. Kennedy, commentator, three times weekly on WJZ New York, starting Oct. 4. Mr. Kennedy will be heard from 6:05 to 6:15 p.m. Monday, Wednesday and Friday. Merchandising will cover department and dry goods stores, grocers, stationery stores and newsstands. Firm used 20 outlets in last year's campaign.

"GOOD FOR BUSINESS," says Asa Spencer, advertising manager of Rollman Dept. Store, Cincinnati, of Nancy Prentice's series *Our Children*, on WCKY, which Rollman's has just renewed for 26 weeks. Mrs. Prentice also conducts a daily parent counsel clinic at the Rollman store and lectures throughout the Cincinnati area to parent and educational organizations. "We don't know exactly how much merchandise *Our Children* has been able to sell for Rollman's, but we do know that the series has been well accepted and we believe this is constructive", Mr. Spencer added.

FCC DENIES WFTL INTERVENTION PLEA

THE FCC last week denied the request of Stephen A. Vetter, WFTL general manager, to intervene in the hearing on the proposed transfer of the Ft. Lauderdale, Fla., station from Ralph A. Horton to the Fort Industry Co. for $275,000. Mr. Vetter claimed that the transfer would violate provisions of a contract between himself and Mr. Horton, and Carl T. Hoffman, Miami attorney who, Mr. Vetter is reported in a Miami newspaper to have said, obtained an interest in WFTL through financing operations for new equipment [BROADCASTING, Aug. 16].

The Commission took the position that although Mr. Vetter has a legal contractural claim, the matter is one for which relief should be sought in a civil court rather than as an intervenor in the FCC action. Mr. Vetter filed suit last August in a Miami Circuit court to enjoin the sale of WFTL.

The FCC agreed, however, that Mr. Vetter's testimony in regard to the proposed transfer would be useful, and indicated that it would call him as a witness if the applicant did not. Mr. Vetter told the Commission that under the terms of his contract he was to have become part owner of WFTL.

Air School Series

INDUSTRIAL TRAINING Institute, Chicago (aircraft training), on Sept. 12 started sponsorship of a Sunday morning quarter-hour transcribed musical program on WLS Chicago. The contract is for 13 weeks. This in addition to a six-weekly quarter-hour musical show and a Sunday half-hour musical program heard currently on WAAF Chicago. The account is handled by Roche, Williams & Cunnyngham, Chicago.

PULSE of New York Inc., New York, will publish a monthly newsletter interpreting the changing trends in local radio listening, starting Oct. 15.

'L.A. TIMES'–KMPC NEWS SPOT TIE-UP

IN A DEAL worked out by Robert O. Reynolds, general manager and vice-president of KMPC Beverly Hills, Cal., the *Los Angeles Times* has made a direct tie-in with radio on a 52-week purchase basis. Under terms, the *Times* on Sept. 20 started sponsoring a series of ten news periods daily, utilizing five-minute spots on the even hour starting at 6 a. m. Odd hour five-minute spots are available for individual sponsorship with the *Times* receiving credit for supplying news.

Major news flashes, crediting the newspaper, are also given. *Times* also sponsors the weekly quarter-hour transcribed A.P. feature *Eye Witness News*, on KMPC. KMPC has set up a special news department with Virgil Smith as head of the rewrite staff. Robert O'Connor, formerly of WFAA, Dallas, has been added as newscaster, with others including William L. Forman, Bill Martel and John Dehner. KMPC is using an extensive promotional campaign. *Times* and KMPC will jointly sponsor civic and war effort campaigns.

WNAX Announces More Post-War Service Plans

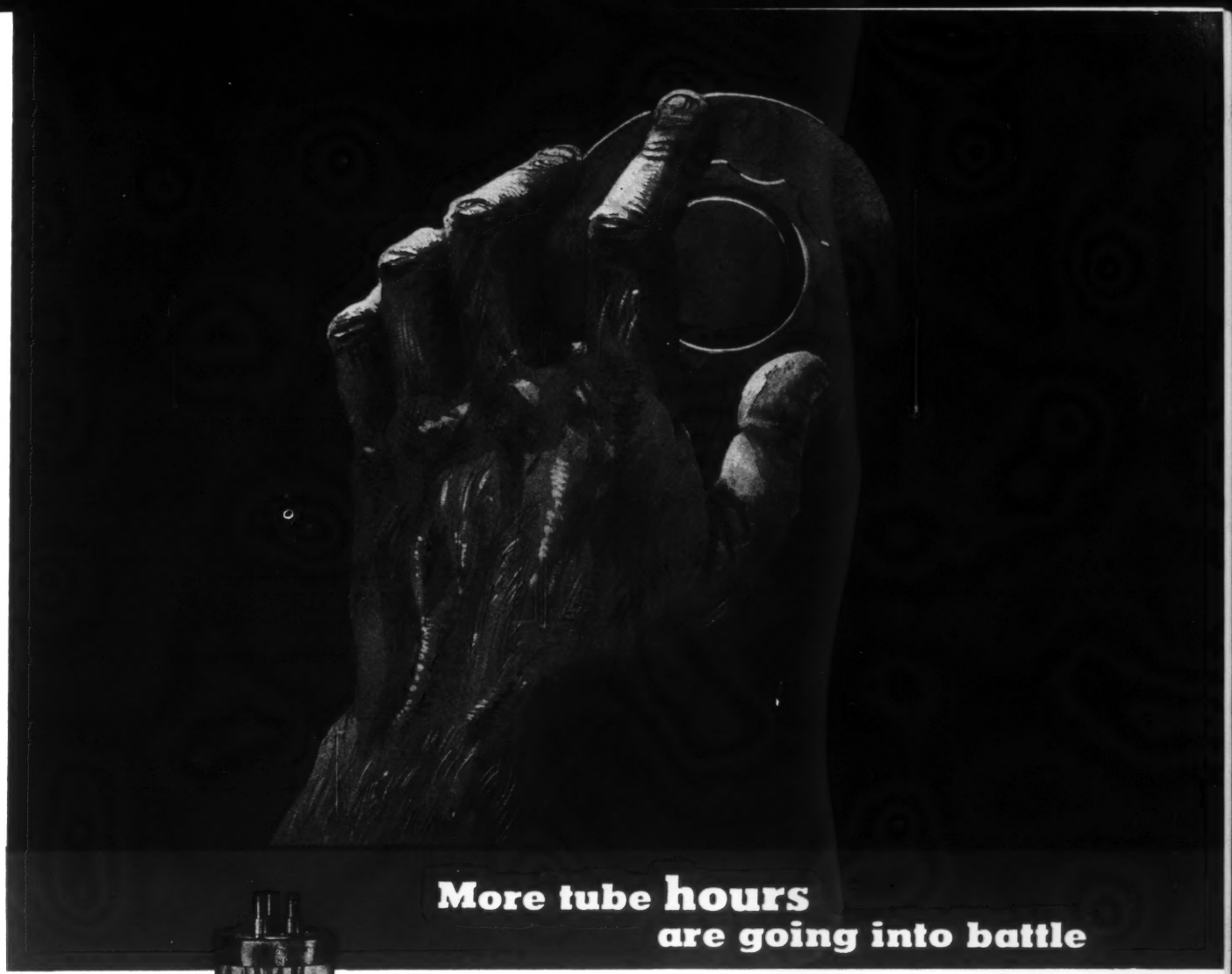
FURTHERING their post-war plans of more service to listeners and advertisers, WNAX Yankton, S. D. announces the acquisition of Charles M. Barbe, as newscaster, effective Oct. 1. The former CBS war correspondent will be heard nightly at 10 o'clock.

Since the dedication of the WNAX Radio Tower, America's tallest, the station has gone on further into long-range planning, by announcing the Gardner Cowles Jr. scholarships to five farm boys and girls in each of the five states — Iowa, Minnesota, Nebraska, North and South Dakota, to assist Midwest farm boys and girls with an agricultural education. The scholarships, to Yankton College, amount to $36,000. Cowles, WNAX owner, told of the scholarships at the Radio Tower dedication ceremonies.

MET MANAGER MAY BECOME CBC HEAD

EDWARD JOHNSON, general manager of the Metropolitan Opera Co., New York, is "understood to be the unanimous choice" as successor to Dr. J. S. Thomas as general manager of the Canadian Broadcasting Corp., states the *Ottawa Evening Journal* of Sept. 27. The newspaper said it "learned today that Mr. Johnson's name was placed before the board of governors at its last meeting as the man who should be the new general manager of the Canadian been extended to him, but the governors have been informed that he would not be opposed to returning to Canada. Widely experienced in the entertainment field, and a highly successful business man who has succeeded in putting the Metropolitan on a paying basis, Mr. Johnson, a native of Guelph, Ont., would meet the parliamentary radio committee's requirement that the general manager be a Canadian."

XUM



More tube hours are going into battle

Through a series of design and construction developments tending to prolong normal operating life, we have increased the length of actual service that is being derived from each AMPEREX tube. Basically, our facilities are of laboratory type. And any measure of our war production, computed solely on the number of tubes manufactured, would not be a true indication of our total effort.

We, at AMPEREX, have kept pace with numerical production increases being registered throughout the nation. But we are infinitely more proud of our attainments in building longer life into our transmitting and rectifying tube designs. Each AMPEREX radio tube is bringing extra hours of performance to equipment at the front.

AMPEREX ELECTRONIC PRODUCTS

79 WASHINGTON STREET **BROOKLYN 1, NEW YORK**

MORGENTHAU PRAISES RADIO

LAUDING radio's effort in the Third War Loan, the following letter was sent by Secretary of the Treasury Morgenthau on Sept. 28 to Donald D. Stauffer, chief of the Domestic Radio Bureau of the OWI:

"From network and local programs I have heard here in Washington and reports coming from the field, I know that the entire radio industry is doing a splendid job for the Third War Loan.

"It is too early to predict how effective the War Bond appeals have been. There is still a tremendous job ahead before we reach the $15,000,000,000 goal. But I know we can count on the continued, splendid support of the radio industry.

"Please extend the Government's thanks to every one who has helped bring the 'Back the Attack' story to the nation's radio listeners."

Treasury Reslants Radio Drive As Individual Bond Buyers Lag

Wires All Stations to Place Extra Effort On Stimulation of Private Purchasers

WHEN it became evident early last week that the Third War Loan was being over-supported by corporations and associations and discouragingly under-supported by individuals—who by Sept. 25 had purchased only 55% of their quota of Bonds—the War Finance Division of the Treasury Dept. telegraphed all stations again specifically seeking the aid of the medium in an effort to arouse the apparently war oblivious American individual to the vital importance of purchasing extra War Bonds. Included in the telegram and effecting a slight change of tactics were four announcements especially directed to the individual Bond buyer which the stations might use directly or as a pattern for other announcements.

Jeep Delivery

In connection with NBC's Bond Day, affiliate WSB Atlanta, Ga., inaugurated a "jiffy jeep delivery" of War Bonds. During the day over $55,000 in cash sales and pledges were made by the station and the Bonds were delivered by Army jeeps. S. S. Fox, general manager of KDYL Salt Lake City, instigated the use of jeeps for bond delivery by stations in the Salt Lake City area. The 336th consecutive *Corn Belt Farm Hour* program aired Sept. 25 from the originating studios of WHO Des Moines was devoted to Third War Loan promotion and was carried by 14 Iowa and one South Dakota stations (WOC KSO KMA WNAX WMT WOI KBUR KICD KTRI KSCJ KROS WSUI KGLO KFJB). Regular Saturday program is the creation of Herb Plambeck, war correspondent and WHO farm editor.

WTAG Worcester, Mass., sponsored the Armada of War Heroes and Screen Stars in Worcester on Sept. 14. Special rallies were held during the day and over $3,000,000 in Bond purchases were accounted for, $1,669,250 at a special luncheon alone. On Sept. 28 WAAT Newark, N. J., to aid bond sales broadcast intermittently from Kresge's Department Store, Newark, featuring leading business men and screen and radio personalities. WHIO Dayton, Ohio, on CBS Bond Day featured in the WHIO lobby display of war equipment made in Dayton. Various opera stars aided the station in taking phone pledges for Bonds. KPRO Riverside, Cal., backed the A. F. of L. bond drive which sold enough bonds to purchase a four-motor bomber christened "The Spirit of Labor". Special programs and announcements were used in the drive.

Bank Series

Open air bond rally held by WAIM Anderson, S. C., in conjunction with CBS Bond Day wasn't rained out despite the 2.12 inches of rain that fell that day. Rally was moved into the station's studios and the ensuing auction brought $1,625.000 in Bonds. Radio auction of KVOR Colorado Springs included everything from a suit of clothes to 12 quarts of champagne, donated by local merchants, and raised $250,575 in Bonds.

Central Bank, Oakland, Cal., sponsored during the month of September a daily quarter-hour remote broadcast from its lobby on KROW. Series was pivot for a coordinated campaign developed by station executives and those of Emil Reinhardt Adv., Oakland agency servicing the banking account. Titled *Bell of Freedom*, daily man-on-the-street interview type program was built around a liberty bell theme with slogan of "Keep the Bell of Freedom Ringing". Newspaper and other promotion tied in with the series.

Cedric Foster, news commentator heard over WNAC Boston and the Yankee Network, gave two addresses at Randolph-Macon College, Lynchburg, Va., on Sept. 25, under the auspices of the Lynchburg War Loan Committee. WTAR Norfolk, Va., acted as key station for a special Bond program broadcast Sept. 27 over a three-station hookup with WRVA Richmond and WGH Newport News. Talent from the three stations and areas took part on the program which included an address by Governor Colgate W. Darden. The *FM Playhouse* of W85A Schenectady, N. Y., on Sept. 24 held a special bond carnival and admission to the program was through purchase of bonds or stamps. Bond rally of W47A Schenectady, held Sept. 21 in downtown Schenectady, grossed $110,930 in three-quarters of an hour. Various civic leaders and station and Armed Service talent participated. WNOX Knoxville, Tenn., on CBS Bond Day carried special programs of its own for bond promotion in addition to those supplied by CBS. A remote from a coal mine in Briceville, Tenn., during which miners were interviewed as they worked, obtained $16,000 in pledges from the miners.

NBC affiliate WTIC Hartford on NBC Bond Day accounted for over $50,000 in Bond subscriptions. Connecticut war heroes took part in broadcasts during the day and a corps of 15 Army jeeps collected the money or pledges from listeners who phoned the station.

SALESMAN IS SOLD, as Reynold R. Kraft (seated), NBC salesman, buys a Third War Loan Drive Bond from Frank McCullough, account executive of Ruthrauff & Ryan, New York. This is typical of the way WEAF, NBC's New York outlet, is carrying out among its personnel its War Bond theme "Sell a Bond," not "Buy a Bond". WEAF announcers are selling Bonds to cashiers, secretaries to bosses, and even publicity men to radio editors.

Aid for Ad Writers

AFTER many years of radio script writing, Marynelle Williams, has written a book, *Script-easers* to aid radio commercial writers. It contains the leadlines she found to be most forceful in her own experience. The plastic-bound book is scheduled for release this fall by the Dietz Press.

RKO-WCAU Deal Calls For Local Promotion

RADIO PROMOTION of motion pictures was placed on a big-time scale locally in a contract by RKO Pictures with WCAU Philadelphia. In return for a minimum guarantee of $10,000 for radio time during the 1943-44 season for three pictures, the station will stage special campaigns for selected films.

The arrangement was put in effect with the 50-city premiere in Eastern Pennsylvania of *Behind the Rising Sun*. Forty spot announcements, amounting to $3,000 in business, were placed by RKO in advance of the opening. As part of the promotion, a cocktail party was tendered Margo and James R. Young, starred in the picture, with a broadcast interview direct from the party. Other interviews with the celebrities were scheduled in connection with regular station programs.

As part of the deal, the station ties in with theatre advertising, getting call letter mentions in the newspapers and in window posters. WCAU co-operated with RKO last year in the campaigns for *Hitler's Children* and *This Land of Mine*.

Promote War Songs

MUSIC WAR Committee, organized to stimulate creation of more war songs, will promote weekly selections via a special transcribed program on WNEW New York and distributed to over 200 stations at the request of the OWI. The U. S. Maritime Service Band will supply the music, with several prominent soloists who have agreed to take part. Program starts Oct. 4 in the Sunday 8-8:30 p.m. spot.

Purple Heart to Mallory

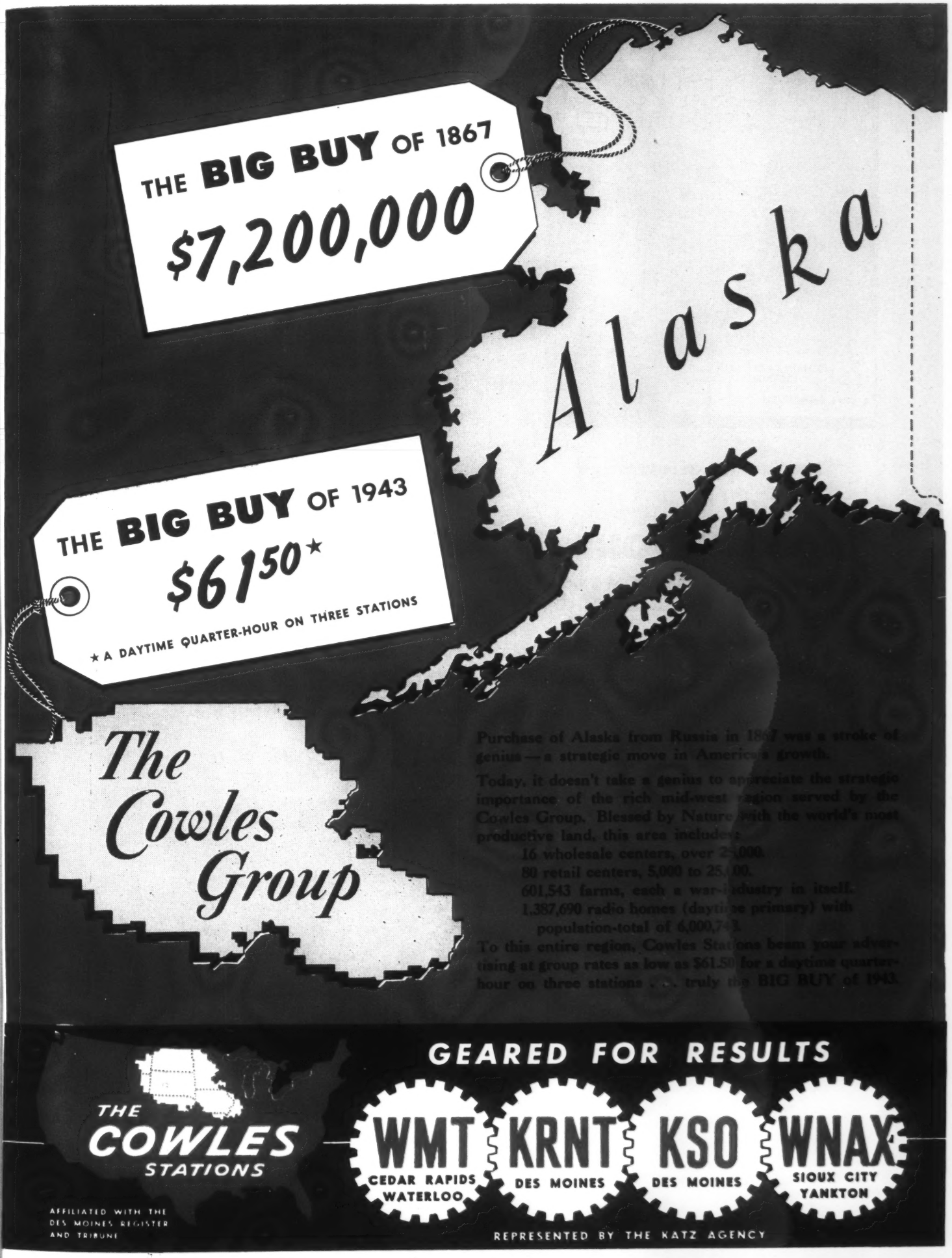
ARTHUR MALLORY, engineer of WELI New Haven, honorably discharged from U. S. Naval Reserve as radio man third class, has just been awarded the order of the Purple Heart for wounds he received in action off Guadalcanal. He joined the WELI technical staff in March after his discharge.

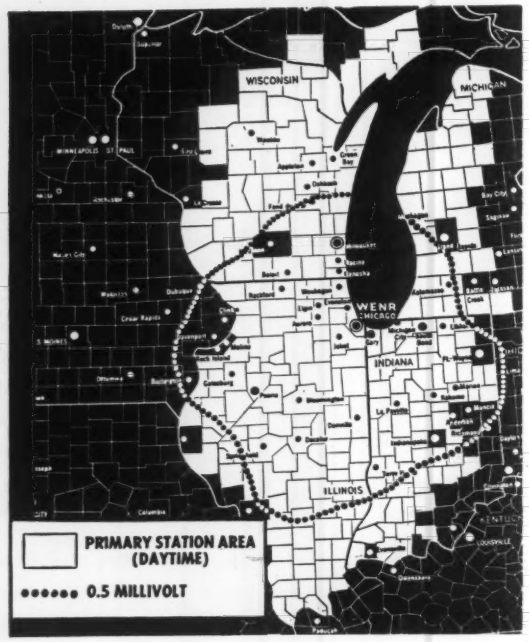
SAILOR SINGS
And Rings Up Bonds to Tune Of 3½ Million

A WOUNDED SAILOR sang to his sweetheart Mary Plannish in Lilly, Pa., during *Truth or Consequences* and moved NBC listeners to purchase $3,474,163 in War Bonds in his honor, and to send in 15,000 letters. A promise to present the sailor with a $1,000 bond was the incentive offered by Ralph Edwards m.c., on the condition that the radio audience purchase a million dollars worth of bonds in Costa's honor.

The results dwarfed the spectacular shower of pennies which descended on Mrs. Dennis Mullane in a similar splurge of emotion on the same program earlier this year. The above total had been reached ten days after Gunner's Mate Mickey Costa had sung "Wait for me Mary" over the telephone from a hospital cot in St. Albans, L. I., where he is recovering from shrapnel wounds.

XUM


THE BIG BUY OF 1867
$7,200,000
Alaska
THE BIG BUY OF 1943
$61.50★
★A DAYTIME QUARTER-HOUR ON THREE STATIONS
The Cowles Group
Purchase of Alaska from Russia in 1867 was a stroke of genius — a strategic move in America's growth.
Today, it doesn't take a genius to appreciate the strategic importance of the rich mid-west region served by the Cowles Group. Blessed by Nature with the world's most productive land, this area includes:
16 wholesale centers, over 25,000
80 retail centers, 5,000 to 25,000
601,543 farms, each a war-industry in itself
1,387,690 radio homes (daytime primary) with population-total of 6,000,743
To this entire region, Cowles Stations beam your advertising at group rates as low as $61.50 for a daytime quarter-hour on three stations . . . truly the BIG BUY of 1943.
GEARED FOR RESULTS
THE COWLES STATIONS
WMT CEDAR RAPIDS WATERLOO
KRNT DES MOINES
KSO DES MOINES
WNAX SIOUX CITY YANKTON
AFFILIATED WITH THE DES MOINES REGISTER AND TRIBUNE
REPRESENTED BY THE KATZ AGENCY



"That's a lot of coverage . . . but

DOES ANYONE LISTEN TO WENR?"

You be the judge!

■ *A WENR advertiser received 700% more returns than expected!*

■ *A late-hour test offer pulled returns from 42 states and 3 Canadian provinces!*

■ *On a recent offer over 55 network stations, WENR produced returns at lowest cost per inquiry!*

Yes, in this great market people *do* listen to WENR. And they respond! Are you familiar with WENR's rapid rise these last few months? Do you know what is happening to radio in Chicago? Just ask a Blue Spot sales representative.

COST ANALYSIS OF MAJOR CHICAGO STATIONS*

Station	Families	Cost per 1,000	% Increase over WENR
WENR	3,403,000	.03	——
A	2,157,000	.06	100.00
B	2,424,000	.05	66.6
C	3,188,000	.04	33.3

** Based on a 15-minute daytime show, 5 times per week. Source — NBC All-County Survey.*

WENR

50,000 WATTS

A CLEAR CHANNEL STATION

890 KILOCYCLES

Owned and Operated by the Blue Network Company

Represented Nationally by Blue Spot Sales

New York Chicago San Francisco Hollywood Detroit

Purely PROGRAMS

DEDICATED to giving listeners a better understanding of the triumph of the Americas and to promoting Inter-American goodwill, *Spirit of the Liberators*, 13 week series to begin Oct. 7 and to be heard Thursdays, 5:15-5:30 p.m., will be broadcast over KSTP St. Paul and fed to Northwest Network stations including KROC KYSM KFAM WEBC WHLB WMFG. Series is presented by the Minnesota Federation of Women's Clubs, with the cooperation of the Minnesota Library Association and the Alpha and Gamma Chapters of the Delta Kappa Gamma educational sorority. Participants and advisors for the program include numerous Latin American authorities and educators.

* * *

Auditions Contest

WITH the motive to discover new radio talent and to provide an incentive for radio entertainers of the future, WADC Akron, Ohio, has outlined plans for *WADC Auditions*, contest to be broadcast on a varied schedule from Oct. 9 through Oct. 16. Contest, which is not to be confused with the amateur contest, is open to all types of potential radio entertainers and includes a gold trophy and money awards as prizes.

* * *

17th Year

CLAIMED to be the oldest commercial program on the air, *The Rhode Island Historian* is beginning its seventeenth consecutive year on WJAR Providence. Sponsored from the start by the Providence Institution for Savings, the program is still presented by its originator, John W. Haley, every Wednesday at 7:30 p.m. The bank sponsor has published three bound volumes of local history, edited from Mr. Haley's scripts, and a fourth is in the making.

* * *

F M for Troops

TROOPS on maneuvers near Nashville sent a plea for radio entertainment to Marjorie Cooney, director of W47NV Nashville. And they got it—a program titled *Twenty-One O'clock* which is Army parlance for 9 p.m. (CWT). Broadcast features news, swing and sports, and is aired over the WSM Nashville affiliate to thousands of soldiers whose only radio receivers are limited to FM reception.

* * *

Buying Aid

MARKET NEWS is presented for the benefit of New York housewives, in a weekly quarter-hour program heard on WMAC New York under the title *Through The Kitchen Window*. Series is conducted by Isabella Beach, who originated Amateur Cooking School on WEAF, and who is the author of *Young America's Cookbook*.

Merchant Seamen Series

MERCHANT seamen of the United States and Great Britain will participate in a weekly half-hour program to be presented on WNEW New York in cooperation with the BBC, starting Oct. 17. Program will originate from the Merchant Navy Hall in London for half of the broadcast, and from the Seamans Institute in New York, for the remaining quarter. American seamen speaking from England will give their reactions to that country, and Britishers here will give their impressions of the U.S.A. Series is scheduled for six broadcasts. It will be shortwaved from both countries for the benefit of merchant seamen on the high seas.

* * *

New World Music

RETURNING to the air for the second year, as part of a three-year series of NBC's Inter-American University of the Air, *Music of the New World*, will be presented in two 19-week terms, corresponding to school semesters, starting Oct. 7. Folk songs and dances of the Americas, and symphonic music based on folk material will be featured. Last year's programs presented a chronological survey of American music. Next year's series has been tentatively titled *The American Composer Speaks*.

* * *

Fashion Authority

FASHION EXPERT Marjorie Howard has proved to be a great success as fashion authority for WKY Oklahoma City. Miss Howard lived in Paris for thirty years, and has been editor of *Harpers Bazaar, Parisian Vogue* and correspondent for *Woman's Home Companion*. She is heard as a non-commercial service feature of WKY, Monday through Friday at 11:45 a.m. and at other spots throughout the week.

* * *

Selling Omaha

WEEKLY civic program entitled *This Is Omaha* is now being conducted over KOIL Omaha in collaboration with the Omaha Chamber of Commerce. Participants in the opening broadcast were Don Woodyard, vice president, and Frank Fogarty, general manager of the Omaha Chamber of Commerce, and Hugh Feltis, KOIL general manager. Purpose of the series is to sell Omaha to Omahans.

* * *

Freedom House

AS A FALL presentation of its *University of the Air* series, WEVD New York on Oct. 6 will begin weekly broadcasts of Freedom House membership meetings, with Carl Van Doren, noted author-critic, as first guest speaker. Subject of the meetings is "War and Peace", to be discussed by members with various guest speakers.

The city that outlistens the nation

★ When Mr. Hooper picks up his telephone, rings Cleveland homes and asks if radio sets are turned on . . . he gets more "yeses" per hundred calls than he averages across the whole country.

Take the latest seasonal C. E. Hooper ratings. Simple arithmetic reveals that Cleveland generally has anywhere from ten to twenty-eight percent more sets-in-use than the national average. Break the figures down into almost any period you choose, and the story still is the same . . . Sunday afternoon, 27% more . . . Sunday evening, 18% more . . . Monday thru Friday afternoon, 10% more . . . Monday thru Friday evening, 28% more . . . Saturday evening, 13% more.

There are only three stations operating nighttime, four daytime in Cleveland. That's less than the minimum in any of the top seventeen cities surveyed by Hooper. Cleveland listening to all "outside" stations, even at night, totals only a 1.2 average Hooper rating.

So it is that, with less competition, plus the high percentage of sets-in-use, radio advertisers get more for their money in Cleveland, the community that goes for radio in a big way . . . *the city that outlistens the nation!*

WGAR
THE FRIENDLY STATION
Cleveland

RADIO
IN SERVICE OF HOME AND NATION

BASIC STATION
COLUMBIA BROADCASTING
SYSTEM

G. A. Richards, Pres. . . John. F. Patt, Vice Pres. & Gen. Mgr.
Edward Petry & Company, Inc., National Representative

FIRE RUINS KGW-KEX STUDIOS

Quick Action by Two Studio Technicians —Keeps Portland Stations on Air—

Lillian Davis Examines Charred Studio.

DESPITE FIRE that completely gutted the KGW-KEX studios in Portland, Oregon, total time off the air for KGW was 90 seconds, and for KEX, 10 seconds. Station managers praised announcers Mel Bailey, Don Green and Mel Baldwin, and technicians Oscar Anderson and Tom Ely for—as the managers describe it—"this amazing feat".

It was just before midnight when the fire broke out. KEX usually signs off at midnight, KGW broadcasts continuously except from 2 to 4 a.m. Not until the flames swept up through the KGW studio did technician Anderson leave the controls. But before he left, he switched the station to the transmitter, several miles away, where Tom Ely, another technician, took over with transcriptions. He made station breaks from a make-shift microphone. While broadcasts continued, all through that night a crew of 35 telephone company employes worked to install eight circuits at the studios of KWJJ, an independent station that had agreed to let KGW and KEX use their facilities for NBC, BLUE and local KGW-KEX programs. Much equipment that was saved, including news printers, was transferred to KWJJ, and by 6 the following morning the stations were ready to resume schedules.

The fire, which totally destroyed the studios and most of the equipment, caused an estimated $75,000 to $90,000 damage. H. Quenton Cox, assistant manager, speaking in the absence of Arden X. Pangborn, KGW-KEX managing director, said future plans were not decided. He wished to thank all Portland stations — KWJJ KALE KOIN KXL KBPS — for offering their facilities.

Philadelphia FM Group Given Time Rule Waiver

FIVE FM STATIONS in Philadelphia, operating under a cooperative plan which has met the threats of war stringency [BROADCASTING, July 19], were given another go-ahead signal by the FCC when the Commission approved their petition for waiver of rule 3.261 (minimum daily operating time) to May 1, 1944.

FCC originally approved the plan whereby W49PH (WIP), W53PH (WFIL), W69PH (WCAU) and W73PH (WPEN) pooled their equipment and rotated their broadcasts so as to give an estimated 17,000 Philadelphians eight hours of continuous FM programs daily for a trial period of 90 days. W57PH (KYW) joined the group with FCC approval after the first trial period.

TWO SHOWS on KDYL Salt Lake City, *Meet Our Fighters* and *Mission For Tonight*, were mentioned by 2nd Lt. Paul Langford, assistant public relations officer of the Army Air Base at Salt Lake City in a luncheon talk to the local Kiwanis Club. He called them outstanding as radio contributions to the war effort.

Sponsors for Shoffner

CHARLES SHOFFNER, farm editor of WCAU, Philadelphia, whose early morning *Rural Digest* programs have been a sustaining feature for many years, will have a split sponsorship for the first time. Reliance Manufacturing Co., Chicago, started Sept. 7, has bought the program for three days a week, 6:45 to 7 a.m., to advertise its Big Yank Shirts for industrial and farm war workers, through Ruthrauff & Ryan, New York, for 13 weeks. Starting Oct. 5, the remaining three days will be sponsored by the Federal Life and Casualty Co., Elgin, Ill., through J. L. Stewart Agency, Chicago, for 52 weeks.

W59C Now WGNB

EFFECTIVE Nov. 1, Chicago listeners to W59C, the FM sister station of WGN Chicago, will hear its new call letters, WGNB, George Lang, chief engineer of WGN-W59C, announced last week after approval was given by the FCC. W59C began operation in September, 1941. It operates with a power of 3 kw. and is on the air daily from 3 to 9 p.m.

Ezra McIntosh Resigns

RESIGNATION of Ezra A. McIntosh as program director of WWNC Asheville was announced last week by Don Elias, executive manager. Mr. McIntosh, brother of Frank H. McIntosh, chief, Domestic & Foreign Broadcast Branch, Radio & Radar Division, WPB, has served as program director since 1941. He previously had been with WWNC from 1934 to 1939. Mr. McIntosh has not announced his future plans but expects to make his home in Southern California.

Joyce Resigns His Post With Army Radio Branch

JACK JOYCE, in charge of the Broadcast Service Section, Radio Branch, War Dept. Bureau of Public Relations, resigned last week after two years with the Branch. He was highly praised by Col. Edward M. Kirby for his work, which included direction of the *Army Hour* orchestra and cataloging of martial music. Oscar Hammerstein II has asked him to be executive secretary of the Music War Committee, Hollywood Branch, American Theatre Wing, when he returns to the Coast. Edward Dunham, NBC producer, has been named expert consultant to the Radio Branch and will spend one day a week in Washington. Other consultants are Frank and Anne Hummert. Capt. Mel Williamson, of Chicago and Hollywood, joins the Radio Branch for production and liaison work. Lt. Finis Farr, writer of many network shows, joins the Branch to check *Army Hour* scripts.

Willard Sponsors

WILLARD TABLET Co., Chicago (stomach tablets), beginning Oct. 4, will sponsor 5 to 15-minute programs from three to six weekly on the following stations: WSGN WMOB KLCN KTHS KLRA KPAS KTKC KFEL WDBO WAGA WJJD WLS WJPF WHBF WCBS WDZ WGBF WIBC WHO KMA KOAM KSAI WIBW KFBI WSON WINN WPAD WNOE KWKH WKZO WCAR WSAM KHMO KWTO KXOK WMBH KMMJ KGFW WHIZ KOMA KTUL WDOD WROL WHBQ KTBC KFDM KSKY KFJZ WSVA WDBJ WJLS WGKV WMMN WSAZ WWVA WTAQ WIBA WMAM. Contract is for 26 weeks. Agency is First United Broadcasters, Chicago.

Canadian Power Plans

POWER INCREASES for independent Canadian broadcasting stations are expected to be unfrozen following representations made by the Canadian Assn. of Broadcasters before the Board of Governors of the Canadian Broadcasting Corp. at Ottawa, on Sept. 21 at Ottawa. The CBC Board would not immediately grant the power thaw, but told the CAB spokesmen President Glen Bannerman, and Jos. Sedgwick, CAB counsel, that the matter would be taken up with the CBC technical committee. It was felt fairly certain following recommendations of the Parliamentary Committee on Broadcasting that Canadian stations would be allowed to boast power to within the Havana Treaty regulations.

Control of WPDQ In Station Transfer

Owners of 60% Seek FCC Okay on $180,000 Deal

E. G. McKENZIE and Earnest D. Black asked the FCC last week for permission to transfer their stock in WPDQ Jacksonville to L. D. Baggs, Macon, Ga. The nine shares (30%) of Mr. McKenzie and the 8½ shares (28.4%) of Mr. Black constitute control of the 30 shares of common capital stock issued and outstanding. One-half share owned by Mrs. Margaret Curtis (1.6%) is also involved in the proposed purchase. Mr. Baggs, a public accountant, would pay $180,325.75 for the total of 18 shares (60%). WPDQ operates with 5,000 watts on 1230 kc.

Mr. Black and Mr. McKenzie, who own 25% of WBML Macon, Ga., told the FCC their reason for selling their interest in WPDQ was to put more money into a cotton oil business which they own jointly. They agree to resign their offices in the corporation upon FCC approval of the sale.

Directors of the Jacksonville Broadcasting Co., licensee of WPDQ, are Messrs. McKenzie and Black and James R. Stockton, who owns nine shares (30%). Robert R. Feagin, station manager, owns three shares (10%).

Mr. Baggs has deposited $10,000 as earnest money, with $65,000 due on execution of the contract and the balance of $105,325.75 payable in 36 monthly installments.

Owens-Illinois Shift

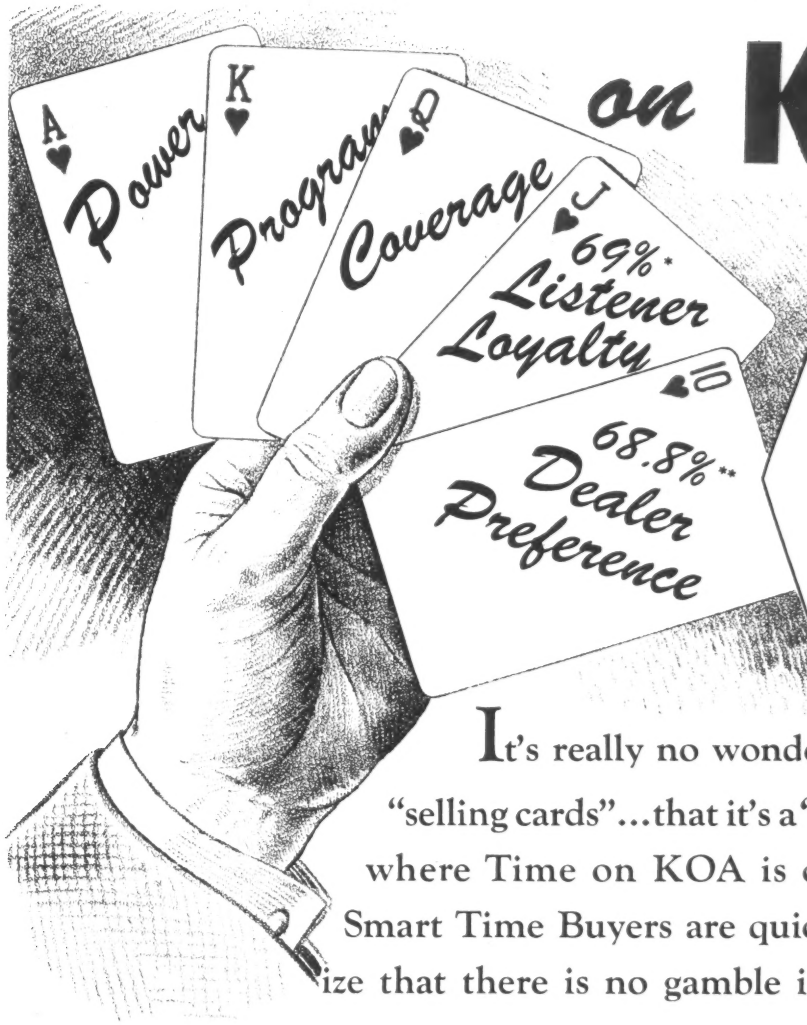
OWENS-ILLINOIS GLASS Co. is discontinuing its 5-weekly CBS *Your Home Front Reporter* early in November after a 26-week period, and at least four agencies are bidding for the account. Leo Burnett Co., Chicago, is bidding with a dramatic half-hour show starring Herbert Marshall. Ruthrauff & Ryan reportedly is offering an audition featuring Brian Donlevy, film actor. Other soliciting agencies are understood to be J. Walter Thompson Co., and Pedlar & Ryan. D'Arcy Adv. Co., New York, now has the account. On Sept. 27 Don Prior replaced Fletcher Wiley on the present show, which simultaneously was shifted from Los Angeles to New York on 118 CBS stations, 4-4:25 p.m., Monday through Friday.

Aviation Frequencies

AVIATION SERVICES got eight additional fixed frequencies last week when the FCC en banc amended Sec. 9.73(h) of its rules governing aviation service to accommodate the apparent increase in communications traffic. Most of these frequencies have been used for some time by the military on a temporary basis and the FCC took the action to simplify the licensing of stations. No standard or FBI broadcast services are involved.

XUM

It's a "ROYAL FLUSH"... on KOA!



• A Hand most Radio Stations dream about! The kind Time Buyers won't hesitate to stake odds on, once they get a peek at it . . . . . .

It's really no wonder...with such "selling cards"...that it's a "Full House" where Time on KOA is concerned. Smart Time Buyers are quick to realize that there is no gamble involved.

Better get your share of the "Pot" now, before some other lucky Advertiser beats you to the draw....Join that group of long-time KOA advertisers who have been betting on this station for years....and have never lost out!

Few Stations In the Nation Can Equal KOA's Dominance

50,000 WATTS · 850 KC. KOA First in Denver

*NBC Survey, "Tale of 412 Cities."
**Ross Federal Survey, All Colorado Retailers.

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

Hooper Reports Add Five Features

Improved Indices Will Be Available in Chart Form

FIVE NEW features to be added to the Hooper National Ratings Reports beginning in October, when a chartbook comprising these and other records in graphic form will be launched as a monthly service, were announced last Monday by C. E. Hooper, president C. E. Hooper Inc.

First innovation is a sponsor identification analysis, supplementing the previous sponsor identification index to show not only the percentage of listeners identifying product advertised or its sponsor or another product of the company, but also those misidentifying the program's sponsorship or answering "don't know".

Second is a "competition for listeners" index, a continuous comparative record showing how volume of advertising on the networks affects chances of any single advertiser in getting an audience. Mr. Hooper said that there are currently 65 hours of sponsored network daytime programs and about 62 hours of sponsored network evening hours, compared with 50 daytime and 54 evening sponsored network hours a year ago.

Program rating trends, classified by eight program types: news, plays, quiz, variety, dramatic continuity, popular music, concert music and daytime serial drama, based on continuous records from January 1940, comprise the third new Hooper feature. Four indices for each classification will show a comparison of each type with the all-program average, the average rating for each type, the number of broadcast hours for each type and the average percentage of listeners for each type.

Fourth new service is an analysis of network ratings, with charts depicting frequency of audiences of various sizes on all networks. Current reports are compared with the last previous reports and those of a year ago.

As the final new feature, Hooper subscribers will receive sets of charts of basic trend lines on which they can plot records of their own programs against national averages of ratings and sets-in-use and in comparison with other programs of the same type or broadcast competitively. A set of these charts will be provided for each sponsored program placed by the subscriber.

Mr. Hooper said that the indices added last June, covering available audience, sets-in-use, average rating and sponsored broadcast hours, have been carried back to January, 1940. A composition-of-audience index, showing the number of men, women and children listening by hours, dates from July, 1943. These indices, as well as those newly announced, will be included in the Hooperatings Chartbook, first issue of which will be released Nov. 15, covering October data. New services were made possible without additional cost to subscribers, Mr. Hooper stated, by an increase of over 50% in subscriptions during the past six months.

SMILING SENORS in straw sombreros, these executives tried out a donkey-drawn vehicle in Tijauana, Mexico, during recent jaunt south of the border. Four fiesta-minded hombres (l to r) are Clarke R. Brown, time-buyer of Lake-Spiro-Shurman, Memphis; Jack Gross, general manager of KFMB San Diego; Charles Granville, KFMB program director, and Neal Weed, Chicago manager of Weed & Co., representatives.

Gleeson, of KPRO, Asks Follow-up Of Broadcasting's Rail Ad Campaign

IN A PLEA to the NAB to stimulate action on the part of potential sponsors who ought to be users of radio, W. L. Gleeson, president of KPRO Riverside, Cal., has asked a follow through on "the very excellent campaign carried on by BROADCASTING during the spring and summer . . . to jar loose some of the millions . . . spent by the railroads, air lines and bus lines of the country in printed media."

Mr. Gleeson's letter to NAB president Neville Miller, follows in full text:

I am still disturbed over the apparent indifference of the Broadcasters' Association in following through on the very excellent campaign carried on by BROADCASTING magazine during the spring and summer in an effort to jar loose for the broadcasting industry, some of the millions of dollars being spent by the railroads, air lines and bus lines of the country in printed media.

This campaign seems to have died for lack of support from the NAB. Considering the millions that are being spent by the transportation industry, it would seem to me that you fellows there at the NAB wouldn't rest until radio got its fair share.

There is another industry doing what the railroads are, that is, using the printed media to the extent of millions of dollars when, if there ever was an industry that should use radio it is the manufacturers of radio sets. In one issue alone of *Newsweek*, dated Sept. 20, 1943, I clipped the enclosed seven advertisements of radio set manufacturers—all but one being full-page ads. And in every magazine that I have picked up, and a good many newspapers, I find set manufacturers carrying these same ads, apparently for the sole purpose of building good will.

You and I and all other broadcasters know that radio advertising is the greatest possible builder of good will. It would seem to me that these set manufacturers would want to keep the good will of the radio industry as well as of the public, and they could do both by being fair in their use of the radio broadcast media. In fact, it would seem to me to be a slam at the NAB that such a tremendous campaign has been permitted to be launched without the intervention of the broadcasters' representative, namely, their national association.

Isn't there something that can be done to wake up the radio manufacturers' association, the railroad association and the American Bus Transportation Association to the fact that broadcasting as an advertising medium really exists in this country? Apparently they don't know it. What can the NAB, as the representative of the broadcasting stations, do along this line?

Auction Quiz

JIM McWILLIAMS, quiz program m. c. for the past ten years, conducts a variation of the question-and-answer type of program on CBS as a replacement for the Lewis-Howe Co. series featuring Julia Sanderson and the late Frank Crumit. The new show, titled *Correction Please*, started Sept. 25 in the old Crumit-Sanderson time, 8-8:30 p.m. but shifts to Saturday, 10:15-10:45 p.m. Oct. 9. Resembling an auction, the program begins with giving ten $1 bills to contestants, selected from among service men and women present. The host asks for the highest bidder for the privilege of choosing which of three statements to be read is false. If contestant fails, he loses his bid—if correct he is paid two-to-one. Roche Williams & Cunnyngham, New York, handles the account.

LOCAL 802 BLOCKS WBYN BROADCAST

BECAUSE it is on the "unfair list" of Local 802, musicians union, WBYN Brooklyn, was restrained from carrying the entertainment staged in Victory Square, New York, Sept. 30, "Radio Industry Night" in connection with the Third War Loan Drive. Local 802's position was brought out by William Feinberg, secretary, at a meeting of representatives of New York stations, networks, talent agencies, and the Treasury Department Monday, Sept. 27.

Queried by William Norrins, general and commercial manager of WBYN, as to whether the station might not carry part of a three-hour War Bond show which was to be picked up on other New York stations, Mr. Feinberg said that Local 802 would not give WBYN clearance, and that if the station were to carry any part of the show, the union would withdraw clearance for all broadcasts of the event. Mr. Norrins then requested other stations' schedules of the rally, airing them as WBYN's contribution to the War Loan Drive.

Difference between WBYN and Local 802 arose at the expiration of the last contract, when the station declined to hire a set number of musicians at a higher price. Union has refused to go before the War Labor Board, with the result that the station has been without live music.

Ten or more network and local stations picked up the bond show for periods varying from a quarter-of-an hour, to an hour and a half. At least three stations scheduling the program in commercial time—WNEW WEAF WMCA—were obliged to cut out announcements and make a rebate or make up the time to their advertisers.

Adds Music Spots

BECAUSE a survey revealed that 70% of its customers are women, Woodrow Stores for Men, has added a program of recorded music to its spot radio campaign in behalf of men's wear. Pitting against each other, via recordings, those two favorites of the feminine world, Frank Sinatra and Bing Crosby, Woodrow's new program invites listeners to indicate by mail their favorite crooner. Titled *Battle of the Crooners*, the program started on WAAT Newark, N. J., in the Monday through Saturday, 9:05-9:15 p.m. period. Woodrow has two stores in Jersey City, and a total of 40 throughout the country. The chain continues its sports news programs on WINX Washington; WAGA Atlanta; WSJS Winston-Salem; and WDEL Wilmington, Del. Agency is Pettingell & Fenton, New York.

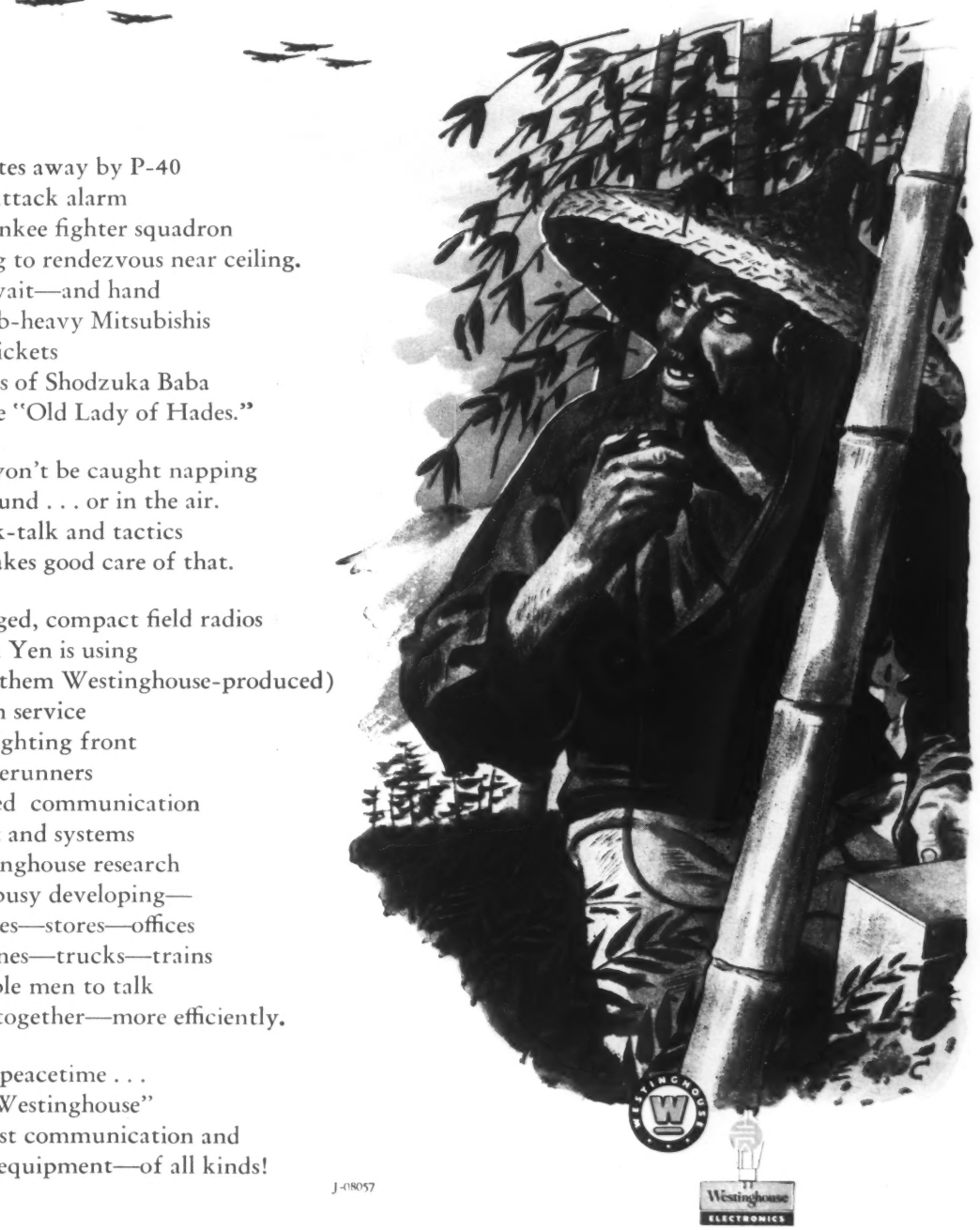
Palmolive Expands

COLGATE - PALMOLIVE - PEET Co., Jersey City (Palmolive Soap), has added 75 stations in 46 smaller markets to its spot schedule. Contract for 13 weeks of one-minute transcribed announcements began Sept. 20. Campaign started in January on 75 stations in major markets. Agency is Ted Bates Inc., New York.

XUM

"Six Mitsubishis going over..."

for a one-way ride!



Five minutes away by P-40
Lu Yen's attack alarm
sends a Yankee fighter squadron
scrambling to rendezvous near ceiling.
There to wait—and hand
those bomb-heavy Mitsubishis
one-way tickets
to the arms of Shodzuka Baba
—Japanese "Old Lady of Hades."

Our lads won't be caught napping
on the ground . . . or in the air.
Teamwork-talk and tactics
by radio takes good care of that.

Those rugged, compact field radios
. . . like Lu Yen is using
(many of them Westinghouse-produced)
and now in service
on every fighting front
are the forerunners
of advanced communication
equipment and systems
that Westinghouse research
is already busy developing—
for factories—stores—offices
ships—planes—trucks—trains
. . . to enable men to talk
and work together—more efficiently.

So—come peacetime . . .
look for "Westinghouse"
on the finest communication and
electronic equipment—of all kinds!

J-08057

Westinghouse ELECTRONICS

Westinghouse RADIO DIVISION *Baltimore, Md.*

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

NEW NEWS ANALYST of KGO, BLUE outlet for San Francisco Bay area, is Maj. Gen. Paul B. Malone (ret.) who broadcasts a quarter-hour analysis thrice weekly. L. F. Dense, general manager of Merco-Nordstrom Valve Co. of Oakland, Cal., program sponsor, congratulates the General while Byron Nelson, KGO account executive, looks on.

RADIO FACTORS HIGH IN FOOD EDUCATION

RADIO has proved itself a powerful factor in educating the public on what scientific research is doing to better food habits and the health of the world, Lewis Waters, vice-president in charge of food research of General Foods Corp., New York, told food and radio editors and columnists last Wednesday at a luncheon given in honor of Dr. Walter H. Eddy's *Food and Home Forum* program, celebrating its first anniversary on WOR New York. Mr. Waters praised Dr. Eddy's program for bringing scientific facts about food to the public in layman's language, so necessary today when health standards must be kept up under wartime conditions.

The WOR luncheon for Dr. Eddy, who is president of the American Institute of Food Products and consultant on food and nutrition to the Quartermaster General, was held at the Waldorf-Astoria, New York. The menu, as planned by Ella Mason, Dr. Eddy's assistant, consisted entirely of non-rationed foods. Other speakers included the Hon. Daniel Wooley, commissioner of Markets for New York City; Dr. H. R. Cottam, assistant to the regional director of the Food Distribution Administration; Miss Mason and Dr. Eddy. Rufus Maddux, vice-president in charge of sales of WOR, welcomed the guests.

Soil-Off on Coast

SOIL-OFF MFG. Co., Glendale, Cal. (paint cleaner), supplementing its current radio, has started sponsoring informal talks by Galen Drake on 8 CBS Pacific stations (KNX KARM KQW KROY KGDM KOIN KIRO KFPY), Monday, Wednesday, Friday, 5-5:15 p.m. (PWT). Contract is for 52 weeks. Firm in addition sponsors a thrice-weekly newscast by Truman Bradley on 10 CBS Western stations, Tuesday, Thursday, Saturday, 5:45-5:55 p.m. (PWT). Agency is Buchanan & Co., Los Angeles. Jefferson K. Wood is account executive.

WHAT KIND OF RADIO NEWSPAPER?

Reprinted from St. Louis Post-Dispatch, Sept. 24, 1943.

CECIL BROWN, an exceptionally able reporter, has quit CBS as a result of a difference of opinion with the news editor of that organization, Paul W. White, and the issue involved is one which bears vitally upon the whole subject of public information.

Mr. White maintains that radio news reporters should be objective in their accounting of events, should express no opinion. If they were allowed to editorialize, freedom of speech on the air would be menaced, for some 30 to 40 news analysts would become pulpiteers, according to Mr. White.

Mr. Brown maintains that the CBS news editor is not interested in objectivity but is trying to color broadcasts with his own opinions. The resigning reporter says that if he were to submit, he would be forsaking his honesty, experience and judgment to become a propagandizer.

Mr. Brown is not quoted as directly defending the philosophy that opinion is a proper part of newscasts, and it is necessary to set that philosophy over against Mr. White's in order to join the issue. The difference that then appears between Brown and White is not as simple as black and white; there is something to be said on each side.

Right to the Facts

First of all, the public has a right to be told the facts, just the plain, unvarnished facts, with nothing important withheld, nothing added. This is *news*. It is food still to be digested, an image still to be brought into sharp focus, a piece of a jig-saw puzzle waiting for skilled hands to put it into its proper place in the picture. News is not opinion, but it is a basis of fact upon which opinion is formed.

So far, Mr. White is quite right.

Second, and just as importantly, the public has a right to know the meaning of the facts in the opinion of specialists who are in a particularly favorable position to see the facts and to form accurate opinions concerning them. This is *editorializing*. It is food digested, the image drawn into focus, the jig-saw piece fitted into the picture.

So far, Mr. Brown is quite right.

The long experience of newspapers should prove useful as a guide to radio. Newspapers have taken great pains to keep their news columns objective, unopinionated; reserving the newspaper's opinion for the editorial page, so that the reader can constantly distinguish between what is a matter of fact, and therefore incontrovertible, and what is a matter of interpretation, and therefore open to honest, literate difference of opinion. Of recent years, there has been found to be a place for analytical opinion in news accounts, through the medium of signed articles; but it is usually made easy for the reader to distinguish between these pieces and plain news accounts.

The public needs all three of these services; pure news, and pure opinion, and running analysis of the news as it is being reported. Radio should have a place for all three services, and should keep them sharply distinguishable.

Mr. Brown himself is a living example that this is so. In the days when Singapore was like a fortress drugged and dreaming, its guns fixed seaward while the Japanese crept down the peninsula through the jungles which, the defenders said, they could never penetrate, Brown—a CBS correspondent, under White—literally shouted to Singapore and all civilization to awake, to turn and see the peril creeping toward their backs. His opinion was that Singapore was in mortal jeopardy; the expression of his opinion—the view of a skillful, alert, impartial observer—was tremendously important; and if it had been heeded the history of the Second World War might be different, and somewhat less bloody.

A Clear Choice

But important as is opinion, particularly at such a high level of excellence, it must not take the place of unadulterated news, or become confused with news. If we could have only one service to inform the people—news, or opinion, or analytical reporting—the choice would be clear: news. It is of the very first importance that the public should have the plain facts on which to form its own opinions and judge the opinions of others.

Much of the present difficulty of radio newscasting arises from confusion of the types of service, so that the listener cannot accurately tell where fact stops and opinion begins. A broadcaster presenting the news is called a reporter, a commentator or a news analyst with too little discrimination. Some reporters do not merely report the facts, but also comment. Some commentators do not comment so much as they report. The public cannot be blamed for being confused when radio itself is confused.

Just this week, some very good examples of this confusion were given in *Time* magazine. The chairman of the FCC, James Lawrence Fly, was quoted as saying a certain news program, which he did not identify, was tending "more and more to get away from the news of the day to the philosophies of the particular sponsor." *Time* presented Fly's remarks as supporting broadcasts of news facts against broadcasts of news opinion. Fly was saying nothing of the sort. He was not condemning radio opinion as such—he was condemning the prostitution of opinion. In almost the same breath, he spoke for more opinion on the air, decrying what he said was the tendency of radio to shy away from discussion of vital public subjects.

In the same article, one of *Time's* correspondents, Jack Belden, told of an American soldier, wounded at Salerno, who said he would never believe newspapers or radio again because a radio newscast said the Italians lit up Salerno beach for the invaders "and we stormed ashore under cover of a heavy bombardment against the Germans and everything looked like Coney Island"! This criticism was presented by *Time* in the light of an attack upon opinion in newscasts. Actually it was nothing of the sort. It was an attack upon the prostitution of reporting, which made a bloody and hard-fought battle appear to be a show and an easy victory.

Of course, there is no place on the air, or anywhere else, for prostitution of opinion or of fact, which is the evil complained of.

Let radio give us, by all means, the news, and the analysis, and the comment, taking care to label each type of service properly and plainly, and dealing summarily with anyone who deliberately distorts the facts or sells opinion.

Lt. Col. Gurney Heads American Forces Net

Editor, BROADCASTING:

The recent issue of BROADCASTING in which you wrote of the activities of the American Forces Network now heard in the United Kingdom, has just made the hop across the ocean. It is a very good job indeed, and thank you for the plug about the network.

But, for shame, you have outlined the whole staff most diligently, leaving off only the Officer in Charge and his trusted Deputy! Just for your record the American Forces Network is run by Lt. Col. Charles H. Gurney who, you will recall, used to own WNAX in South Dakota, and his trusted assistant is none other than that sterling, able and ardently capable radio executive, Capt. John S. Hayes of WOR-Mutual. What a report—what a blow at the war effort!

Anyway it's fun to be still in radio, and it was fun to see BROADCASTING. Good Luck.

JOHN S. HAYES
Captain, AUS
Assistant Radio Officer

Producer in the Army

PVT. IRA ASHLEY, producer of the program *Stage Door Canteen*, is now taking basic miltary training at Keesler Field, Miss. During 10 years in radio, he worked with Phil Harris' Cutex *Melody Hour*, directed *Jack Oakie's College* for the Camel Caravan, and Grand Central Station. He also assisted in the air production of *The Little Foxes*, and was staff director of several CBS sustaining programs. He is now helping to produce the Keesler Field program, *Free for All*.

Photos From Swiss

SIXTH radiophoto circuit to be opened by RCA Communications since outbreak of war, operates between New York and Berne, Switzerland, 3,900 miles. It is operated by RCAC in cooperation with Radio Suisse. Other similar circuits are to Sweden, Russia, Egypt, Hawaii and Australia.

GEORGE LOWTHER, author-director of *Superman* on Mutual, will produce two programs a month for the Dumont Television station, W2XWV New York.

XUM

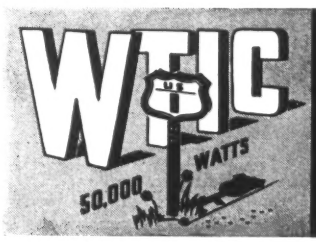
You could tie your four-in-hand in the dark just as easily as in front of your mirror because that simple action has become an ingrained habit.

Habit is an important factor in radio, too. For more than eighteen years, the people of this area have habitually turned to WTIC for the best in entertainment, the latest news, and the foremost educational features. That explains why so many advertisers use WTIC to sell this wealthy Southern New England Market.

Having heard a sales message, WTIC listeners have the buying power to translate sales suggestion into sales action. In the seventeen counties in Connecticut, Massachusetts, New York, Vermont and New Hampshire covered by WTIC, the per family effective buying income is more than 50% greater than the average for the entire United States. Put part of your next appropriation to work on WTIC. Get into the habit of getting results in Southern New England.

IN SOUTHERN NEW ENGLAND

PEOPLE ARE IN THE Habit OF LISTENING TO WTIC



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

How to meet *all* the Right People

From Nashville, WSIX blankets the rich Nashville market for advertisers wanting intensive coverage of this prime trade zone.

Every radio in the Nashville market area can bring in your advertising message on WSIX!

That means potential entree into practically every real *buying* home in this booming market.

No other medium is necessary when you place your Nashville advertising schedule on WSIX.

Spot Sales, Inc., National Representatives

Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS

980 K C

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

Freedom to Listen Basic Counterpart Of Freedom of Speech, Fly Tells Club

"FREEDOM TO LISTEN is an essential counterpart of freedom of speech," FCC Chairman James Lawrence Fly told the Advertising Club of Boston last Tuesday at the Hotel Statler, Boston.

The chief interest of the Founding Fathers, Chairman Fly suggested, was "not freedom of speech merely for its own sake or for the sake of the speaker", but for "freedom to listen—for Whitman's 'ears willing to hear the tongues' ".

Too often today, the Chairman said, free speech by itself is only a "mental catharsis for the speaker"—because of present limitations, unknown in the days of Samuel Adams, which prevent the widespread dissemination of fact and opinion necessary for the democratic nations "to create and maintain an enlightened and informed public opinion based, as it must be, upon the facts—fully and fairly presented".

In his news conference last Monday Chairman Fly said, referring to the subject of his Boston address Tuesday, "It is the biggest thing since freedom of speech."

Death for Listening

Chairman Fly asked the advertising group to consider a hypothetical bill including provisions which forbade U. S. citizens to listen to any radio program not originated by the U. S. Government, to own a receiver capable of hearing any transmitter not programmed by the Government, regulated hours of listening, with death penalties for disobedience. Pointing out that similar restrictions are in force in Axis dominated nations, Chairman Fly, orienting the concept of free speech in terms of freedom to listen, stated that our own freedom to listen is so elementary a concept that it sometimes escapes attention altogether.

We take the privilege of turning our dials at will as a matter of course said Mr. Fly, and "all too seldom articulate our underlying confidence that democratic government depends ultimately on a truly informed citizenry."

Modern science has provided the means for the first adequate realization of free speech through the radio, which creates nationwide, even worldwide, audiences, he continued. "With innumerable listeners, the duty of the speaker to subordinate his interests becomes clear . . . therefore, those who control this mechanism of free speech must treat free speech not as a right but as a duty. They must hold this mechanism of free speech in trust for the people—the listeners".

Radio has approached the crossroads, he asserted, and "restriction, constriction and exclusion must give way to a broader and more democratic approach as to the persons the listening public may hear. Likewise, complete freedom to listen demands that divergent views must be aired. In the market place of ideas diversity of opinion enables us intelligently to sift the sound from the unsound."

Calling Nazi curbs a warning of what might happen to this country if we had such restrictive laws, Mr. Fly asserted: "There are significant, though certainly far less aggressive, restrictions on the freedom to listen on the home front. Simply by careful selection of what is broadcast the freedom of the listener can be tightly restricted."

After the War

There is no need for restriction, the chairman insisted. "There should be no rule of thumb set up to hide behind whenever *any* group requests time on the air." He likened a democracy to a kettle of boiling water which needs an open spout for the outlet of steam and called radio the perfect outlet for exposing opinions to the air. "Men must be guaranteed their right to express their opinions and ideas," he concluded.

Emphasizing the importance of international broadcasting in the post-war world, Chairman Fly said:

"Radio is that necessary catalyst upon which we shall rely to bring about a more sympathetic understanding among peoples. It would be harmful beyond prediction to have world radio restricted either by hiding behind a restrictive world policy or by allowing any individual national to go further and adopt restrictions of a more mechanical kind."

He said that transmission is nothing without reception. "The principle is fundamental and must be guaranteed in the post-war world," he asserted. "The growth of international broadcasting and the prospective development of international television demand it."

Chairman Fly ended with this conclusion: "There must be universally accepted the freedom of all peoples to listen without fear and without restraint."

FCC Hears WFLA

WFLA Tampa told the FCC in an oral argument last Wednesday on its petition to increase its night power from 1 to 5 kw and make changes in its directional antenna system that the changes would require only $621 worth of non-critical materials. The petition was filed four days before the Commission's "freeze order" of April 22, 1942, and proposed findings of the Commission issued six weeks ago would deny it on the basis of the order. The oral argument set forth that on the basis of 1940 figures an additional 150,000 people would be served by the change, plus a 12% increase due to war activity.

XUM

He's into his second million

(IN BONDS)

Fred Kirby is back home—on WBT.

On a hot July afternoon in 1929, a kid with a three-dollar guitar walked into a small Carolina radio station...sang the only two songs he knew—and got a weekly program.

Four years later, a seasoned star, he "graduated" to WBT...and became the South's favorite singer of cowboy ballads. One of the most melody-rich, happy-go-lucky, colorful voices in radio.

The wanderlust. Cincinnati. Chicago. He wound up at KMOX—Columbia's station in St. Louis—in time to achieve national distinction for selling *almost a million dollars* worth of war bonds. The Chamber of Commerce gave him a banquet, a plaque, and the title of *Victory Cowboy.* Secretary Morgenthau followed with a special Citation of Merit.

July 19, 1943—14 years to the day since he first faced a microphone—Fred Kirby returned to WBT, to sing his way toward another million dollars worth of bonds among "home folks."

He's appearing regularly with WBT's fabulous *Briarhoppers—rating 21.7*—and on the CBS *Dixie Jamboree—rating 22.4.* Now he has his own show, Monday through Friday, 10:15-10:30 a.m.

He's available. Ask us or Radio Sales.

WBT

CHARLOTTE • 50,000 Watts
The South's Best Salesman
COLUMBIA OWNED

Represented by
Radio Sales, the SPOT
Broadcasting Division of CBS

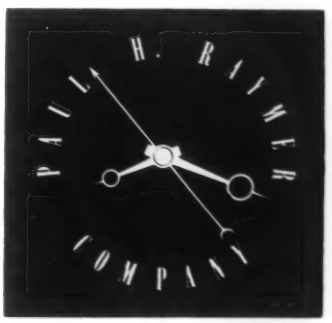
XUM

. . . at dawn it's history!

Few things move more swiftly and silently into the past than the weather. Everchanging days pass into even more variable nights. But at dawn it all becomes history.

Today's markets are fluid, different from those of last year or last month—yes, even those of twenty-four hours ago have, like the weather, altered.

Data becomes obsolete, but our finger is on the pulse of the nation's markets. Our statistics are the weather-vane of present spot radio trends. For you, this information is invaluable in planning your spot campaign.



PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES

XUM

Editorial

News Know-How

CONTROVERSY rages over the handling of news by radio. Paul W. White, CBS director of news broadcasts, blew the lid off last month with his announcement that CBS henceforth would not permit the expression of editorial opinion by its analysts. In the free-for-all Cecil Brown, one of the network's ablest (and most provocative) newsmen, resigned. Irrespective of network ties, the Winchells and the Kaltenborns pitched in. Newspapers have taken up the issue. Rep. Kennedy (D.-NY) has introduced a Constitutional Amendment to prohibit government or industry from abridging "freedom of speech by radio or wire communication."

A little background helps. CBS pioneered news-gathering for radio. Mr. White himself built up the first sizable network news staff. The CBS formula has worked well. The Kaltenborns, Shirers, the Murrows and Davises all got their radio starts on CBS.

Now the same network, in assuming the leadership in banning opinion, appears to have provoked a tempest where there was no reason for one. The handling of controversy is in itself controversial. The handling of news is something else again. It's simply a matter of labeling, and CBS on that score has no reason to apologize.

The St. Louis Post-Dispatch, which owns KSD, in an editorial Sept. 24, analyzes the issue in a helpful way (text of editorial on page 28). Newspapers, it points out, keep their news columns objective, unopinionated. The newspaper's opinion is reserved for the editorial page so the reader can distinguish between what is a matter of fact and what is a matter of interpretation. Then there is analytical opinion in news accounts, through the medium of signed articles.

"The public needs all three of these services; pure news and pure opinion, and running analysis of the news as it is being reported", says the *Post-Dispatch*. "Radio should have a place for all three services and should keep them sharply distinguishable."

The issue, says this newspaper, is confusion as to the types of service, so the listener cannot accurately tell where fact stops and opinion begins. Of course, the *P-D* adds, there is no place on the air or anywhere else "for prostitution of opinion or of fact, which is the evil complained of".

There lies the solution. News must be so labeled, clearly and plainly. Analysis and comment should be "slugged" as such, and by-lined. Those who tamper with or distort facts should be fired.

It is important to remember that radio *is* a news medium. It publishes by means of the electrical printing press—the microphone. As a medium more intimate and more sensitive than the printed page, it must sharply delineate and define its services. The intelligence and the know-how of radio, evidenced in its two decades of meteoric growth, are available. The issue, now that it has been provoked, must be met head-on; not avoided.

Jimmy's Stacked Decca

TURN BACK the radio clock about 10 years. In 1932, when ASCAP was throwing its weight around, one of the networks capitulated to a percentage deal. The cry went up that radio had been "sold down the river". In 1935 practically the same thing happened, when another network yielded because it felt it had to have music to perform.

Now we have all the earmarks of that old refrain in the transcription-recording field. Decca, and its recently acquired subsidiary, World Broadcasting System, have come to terms with Jimmy Petrillo's American Federation of Musicians by yielding to payment of royalties direct to the union as the price for lifting of the "strike" on recording.

If the other transcription companies follow suit, they can't be blamed. For more than a year they have sought to negotiate equitably and fairly with Jimmy Petrillo. They have maintained a united front despite stagnation of their businesses. They sought and finally obtained Government intervention.

In the midst of the hearing before a War Labor Board arbitration panel, the Decca-WBS deal is sprung. Thereby a new crisis is precipitated. The amount of tribute to be paid to call off the strike is unimportant. The establishment of the precedent, knuckling down to Petrillo when his position is so untenable, the payment of "private tax" to a labor union, and the grasping of a competitive advantage, are factors involving the elements of fair play and courage.

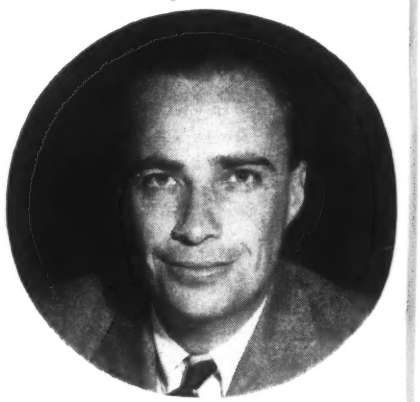
It has been evident for some weeks that Jimmy had something up his sleeve. In these columns last Aug. 30 it was observed that Jimmy was reported to be "collaborating with certain record manufacturers in making a deal", and that it all depended upon whether the WLB "will let him get away with it".

Jimmy's union, by Jimmy's own statements, is far from insolvency, having had a cool $2,500,000 in its coffers a year ago. The new recording royalty will add to the tribute. We're not in on Jimmy's plans, but we assume that since the new funds will be paid direct to the union and not to the recording musicians or artists, it will go to "overhead". If Jimmy makes it stick, it looks like other unions will get ideas on establishment of their own systems of private taxation. But that depends, not on the WLB, but on Congress.

Broadcasters are cognizant of the tribulations of the transcribers and record manufacturers during these last 14-months of hapless efforts to negotiate with a man who held all the cards, because the anti-trust statutes don't touch labor unions. They deserved a better fate than that which now appears in view because of the surrender to Jimmy—that is, unless the WLB sees the inequities and calls off the "strike" for all.

ON OCT. 12, in the Nation's Capital, radio puts its best sales foot forward. It will unveil a campaign a year-and-a-half in the making, to sell retailers wholesale. Afterward, in 116 cities, the same presentation will be made, to prove that radio's ear-appeal sells goods. A wonderful job of spade work has been done by the NAB Promotion Committee, in the interest of all stations. The follow through is in the hands of broadcasters.

Our Respects To -



CHARLES RUTHVEN DENNY JR.

JUST A YEAR ago the FCC announced the appointment of a new general counsel. On Oct. 6, 1942, it elevated Charles R. Denny Jr., from an assistant general counselship, to succeed Telford Taylor, who had resigned to accept a majority in the Army. The promotion was on a "merit" basis. Charley Denny's year of stewardship as the FCC's chief attorney has proved the wisdom of the selection.

During the past few months, tense ones for the FCC, 31-year-old Charley Denny has been called upon to handle legal snarls that would have baffled many an older head. He has bobbed up repeatedly during the House Select Committee investigation of the FCC, despite repeated commands from the bench, to state his position on that of the FCC. In addition to his supervision of a staff of 60 attorneys at the FCC, he serves as chairman of the Law Committee of the Board of War Communications, and sits on several interdepartmental committees identified with legal aspects of communications.

Charley Denny has held five assignments since he received his law school diploma in 1936. Less than a year with the Washington law firm of Covington, Burling, Rublee, Acheson & Shorb, following his graduation from Harvard Law School in 1936, plus a little more than four years in the Lands Division of the U. S. Department of Justice and a year as Assistant General Counsel of the FCC may seem short seasoning for the top legal post of that important independent agency.

But, "I feel safe with Denny in there," is the way one Commissioner put it in discussing the general counsel's ability to handle the job and all those who work with him seem to share that feeling.

Charles Ruthven Denny Jr. was born April 11, 1912, in Baltimore, though the family was living in Washington at the time, where Charles' father was in the wholesale wallpaper business. His grandfather Denny was in the same business in Baltimore.

Charles the man doesn't admit that the experiences of Charles the boy were much different from those of other lads growing up in Washington during the 20's. He attended the public schools, sold newspapers, graduated from Western High in 1929. At the end of three years at Amherst, where he received his A.B. degree in 1933, he still hadn't decided whether to become a geologist or a lawyer. The decision hung fire until almost the day before he entered Harvard Law School. Law won out

(*Continued on page 36*)

Some National Accounts Now On W-I-T-H

Medrex
Dr. Pierce
Seaboard Finance
Mercirex
Resinol
Stanback
Sunway Vitamins
Royal Crown Cola
Rem
Gold Medal Capsules
True Story
Supersuds
Bond Bread
Pepsi Cola
Chelsea
Edgeworth
Vitamins Plus
Tek
Johnson & Johnson
J. O. Insecticide

REM KNOWS!!

REM'S purchase of the AP News Round-up (6:30 to 6:45 P. M. Monday thru Saturday) on Station W-I-T-H is significant news to advertisers seeking results at lower sales costs . . . for two reasons:

1. The Maryland Pharmaceutical Company, makers of REM, is known for its able purchase of radio values.
2. The Maryland Pharmaceutical Company is a "home" industry and knows Baltimore radio intimately.

On a cost-per-dollar-per-home reached, W-I-T-H does a great job in Baltimore.

THE PEOPLE'S VOICE IN BALTIMORE

On the air 24 hours a day—seven days a week

WITH

Represented Nationally by Headley-Reed

Tom Tinsley, *President*

Personal NOTES

STANLEY E. HUBBARD, president of KSTP St. Paul, is chairman of the exploitation committee of the St. Paul and Ramsey county permanent War Bond committee.

S. S. FOX, president and general manager of KDYL Salt Lake City is serving as head of the radio division for the Third War Loan Drive in Utah.

S. J. de LOTBINIERE has been appointed BBC Canadian representative with headquarters in Toronto. A native of Quebec, he joined BBC in 1932, serving as director of outside broadcasts until 1939 and has had special duties and directorships since the beginning of the war.

JOHN HENLEY, manager of the accounting department of KOMO-KJR Seattle, was honored by the entire studio staff on Sept. 17, his 77th birthday and the 17th anniversary of his present job.

WILLIAM HAWKINS has been appointed acting manager of CFOS Owen Sound, Ont., succeeding Nathaniel Holmes who has joined Vicker & Benson, Toronto agency. Hawkins has been with CFOS since it began operations four years ago.

LOUIS FROELICH, sales manager of WING Dayton, Ohio, reported to Detroit last week for his Army physical.

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, Hollywood, has returned to Hollywood after attending New York meetings of the MBS directorate.

BUNTY FABIAN KEYSER, formerly of KSL and KUTA Salt Lake City, has been named promotion and publicity director of KFRC San Francisco, replacing Frances Sarcander.

CHARLES LANPHIER, general manager of WEMP Milwaukee, has been named Wisconsin consultant for the OWI Domestic Radio Bureau.

ELL HENRY, publicity director of WLS Chicago, is father of a girl.

CRAIG MAUDSLEY has been appointed sales manager of WAIT Chicago.

JOHN SALT, deputy director of the BBC in North America, left New York Sept. 24 for a short trip to the West Coast to confer with Mr. Gerald Cock, BBC Pacific Coast Representative. On his return trip Mr. Salt will address the annual meeting of the Rocky Mountain Radio Council in Denver, at a luncheon, Friday, Oct. 8. He will confer with William Newton, BBC's Middle West Representative in Chicago.

GERALDINE ZORBAUGH, formerly of the law office of Crawford & Sprague, New York and previously with NBC's legal dept., has been appointed assistant to Robert D. Swezey, legal counsel of the BLUE.

LORRAINE BRUNSON, secretary to program business manager of the BLUE, Helen Guy, and previously in the West Coast office of BROADCASTING, has announced her engagement to Lt. (j.g.) William Rooker, assistant Navy cost inspector at the Brewster Aeronautical Works.

MILLER McCLINTOCK, president of MBS, has been selected chairman of the board of directors of Bundles for America. He is also vice-president of the service.

CONGRATULATORY HANDSHAKES for Arthur J. Kemp (right), former CBS Pacific Coast sales manager who takes over management of network's Detroit offices, were tendered by these CBS Western executives following appointment announcement in mid-September. Four of his well-wishers were affected by the realignment. Handshaking quintet (l to r) are Wayne Steffner, new manager of CBS San Francisco offices; Harry W. Witt, now executive assistant to Donald W. Thornburgh, West Coast network vice-president; Arch Morton, appointed sales manager of KNX; Mr. Thornburgh, and George L. Moskivics, who has taken over Kemp's post as Pacific Coast sales manager.

Our Respects

(*Continued from page 34*

almost by the toss of a mental coin, and Charles R. Denny Jr. came out with the LL.B. degree in 1936 and took job number one with Covington, Burling, Rublee, Atcheson & Shorb.

In about a year he had an opportunity to become an attorney in the condemnation section of the Lands Div. in the Dept. of Justice. He took it, and in a little more than two years was promoted to job number three, assistant chief of the appellate section of the Lands Div. Number four he took in stride as chief of the section when Dean Charles W. Leaphart resigned to return to Montana U. in August 1940.

As chief of the appellate section he worked with 15 to 20 attorneys. The job called for travelling to all parts of the country and he got experience arguing cases on the various judicial circuits and before the Supreme Court. But he admits being "scared" the first time he faced the Supreme Bench.

The network regulations case had just been argued in the lower court when the FCC in February, 1941, offered Charley Denny job number five as assistant general counsel in charge of the Div. of Litigation and Administration. One of his first chores with the Commission was working, with others, on a brief on the question of jurisdiction in the network case.

Eight months later, following the resignation of the general counsel, Telford Taylor, to join the Army, Charley Denny was selected by the Commission to head the legal department.

His associates call him both an able lawyer and good administrator, one who knows how to delegate authority and at the same time keep a firm hand on the business of the department. But most of them will say, too, that the biggest factor in his rise from the ranks is his genial, friendly faculty of getting along with people. "Not that he hesitates to disagree with the Commission, or anybody else, when necessary" a Commissioner observed.

A sidelight on the care he puts into the details of his work came out at one of the hearings of the House Select Committee to Investigate the FCC. A long routine memorandum he had written was read into the record. A press association reporter of long experience in Washington commented afterward on the clearness, coherance and simplicity of the style. "That's not unusual", an FCC attorney said: "he's made the whole department take pride in the quality of even routine memoranda."

Repeatedly during sessions of the hearings before the investigating Committee Charles Denny rose to protest vigorously some procedure of the Committee or to insist upon a point he felt should be made without delay. Threats by the Committee chairman to call the police haven't detered him. But though his efforts on behalf of the FCC brought him frequently into sharp conflict with counsel for the Committee, he has displayed a coolness under fire which would have done credit to a veteran of many more legal battles than the youthful general counsel has yet seen.

In 1937 he married Elizabeth Woolsey, of New York, a graduate of Smith College. They have two children, Alison Byrd, three, and Christine, born last Aug. 25. Charles is an Episcopalian. Golf is his favorite hobby, and his wife plays with him. For the last year Charles has ridden a bicycle to work and home, four miles each way.

You'd think that sheer youth and inexperience would reveal some rough spots here and there in his work, but his fellow attorneys deny it. One summed it up this way: "He hasn't a really weak point; he's one of the most competent all-around men for the job the Commission could have hired."

JAMES BEACH of WJJD Chicago, and previously associated with the Hearst newspapers, has joined the sales staff of WAIT Chicago.

JOHN W. HYMES, station relations director, domestic radio division of OWI, was honored guest at a luncheon meeting of the Southern California Broadcasters Assn. held Sept. 27 at Los Angeles Ambassador Hotel. Session was last in series of meetings with the 12 station relations regional OWI offices.

MUTUAL MEETING IN N. Y., OCT. 5-7

FIRST MEETING of the program, sales and merchandising, and station service committees, formed by Mutual in July [BROADCASTING, July 26], will be held Oct. 5-7 at the Waldorf-Astoria, New York, with Miller McClintock, president of Mutual, presiding. Each committee member attending the sessions will also be a guest of Mutual at one of the World Series games, to be broadcast on MBS from New York at that time.

Among those expected to attend are:

Robert Convey and John Tinnes, KWK St. Louis; William B. Dolph, WOL Washington; Don Davis, WHB Kansas City; O. J. Kelchner, WIBC Indianapolis; Marie Maher, KBON Omaha; Ken Church, WKRC Cincinnati; Charles Jordan, WRR Dallas; Eugene Cagle, KFJZ Fort Worth; Fred Fletcher, WRAL Raleigh; C. L. Harris, WGRC Louisville; Ted Grizzard, WLAP Lexington; James E. Gordon, WNOE New Orleans; James A. Davenport, WATL Atlanta; Robert R. Feagin, WPDQ Jacksonville; Felix Hinkle, WHBC Canton; A. Glassman and George C. Hatch, KLO Ogden; A. E. Leary, CKCL Toronto; Garland Powell, WRUF Gainesville; John Boler, NCBS; Les Johnson, WHBF Rock Island; Robert Laubengayer, KSAL Salina; John Laux, WSTV Steubenville; Rex Howell, KFXJ Grand Junction; Robert McRaney, WCRI Columbus, Miss.; William B. Hutman, Wisconsin Network; Dale Taylor, WENY Elmira, and G. Pearson Ward, KTTS Springfield, Mo.

Links BBC, CBC

FIRST APPOINTMENT to Canada by the British Broadcasting Corp. is that of S. J. de Lotbiniere who will act primarily in a liaison capacity between the BBC and CBS and look after an increasing number of BBC programs originating in Canada. He joined the BBC in 1932, was in charge of actuality broadcasts before the war, and lately has been on special duties in connection with BBC war reporters. The CBC has maintained an Overseas Unit in England since 1939.

Fly to Address Club

JAMES LAWRENCE FLY, chairman of the FCC, will be guest speaker Oct. 7 at the first meeting this season of the Radio Executives Club of New York, which is holding its luncheon sessions this year the first and third Thursday of the month at the Hotel Shelton. Second session on Oct. 21 will be addressed by Eugene L. Garey, counsel to the Cox Committee investigating the FCC.

XUM

THERE'S A SOURCE . . . AND ONE WELL WORTH INVESTIGATING

SMOKE . . . rings of it . . . was one of the first things televised for public demonstration. It took place on Sept. 1, 1928,* when Farnsworth Television engineers gave the first public showing before the press in San Francisco. Critical newspapermen acclaimed this magical science. That early presentation kindled a bonfire of interest.

After World War I, we all saw the amazing advance of radio. *After this war, it will be electronic television . . . the next billion-dollar industry in the field of science.* For those people already experienced in radio, the operation and ownership of telecasting studios will open a vast new field of opportunity.

Throughout 17 years, Farnsworth engineers have pioneered and contributed to the development of this expanding new science. Today, these untiring scientists stand at a milestone in history. For Television is being readied for its huge post-war audience and the sponsors who will use its great possibilities. Currently, all Farnsworth advertising is building this future.

Right now, of course, we are on 100% production of precision electronic devices that are serving the armed forces. Tomorrow, we will be ready to serve *you*.

HAVE YOU READ the current Farnsworth Television advertisement appearing in *Time*, Sept. 6; *The New Yorker*, Sept. 11; *Life*, Sept. 20; *Newsweek*, Sept. 20; *Collier's*, Sept. 25; and *The Atlantic*, Oct.?

No. 2 in a series depicting milestones in the history of Farnsworth Television.

ARMY E NAVY

• Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.

"MAGIC!"

is their word for it

We damn well know it won't win the war . . . *but* if your boy is in there pitching it's encouraging to know the Hits of Broadway and Main Street are delivered right to his foxhole.

How? With Presto Recordings and Playbacks. Whether he's with MacArthur, Eisenhower, Spaatz, or training on home grounds, Presto Equipment is bringing him the latest from Home—music, news, songs, entertainment . . . recorded while "live" and rebroadcast to him between battles. That goes for the Navy, too!

And when Presto Recordings and Playbacks are not dishing out the "jive" they're drilling in the facts of fighting—training troops, broadcasting orders, recording operational data, and a lot of other things we won't talk about.

"Magic!" is the word the boys have for it. But to you it's just plain Presto! . . . trade name of all that's finest and best in Sound Recording.

Presto Recording Corporation
NEW YORK 19, N. Y., U. S. A.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

OWI PACKET, WEEK OCT. 25

Check the list below to find the war message announcements you will broadcast during the week beginning Oct. 25. Sell the spots officially designated for sponsorship. Plan schedules for best timing of these important war messages. Tell your clients what spots are available for inclusion in their programs. Each "X" stands for three one-minute announcements per day, or 21 per week.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
National War Fund*	X	X	X	X	X		
Hold Prices Down	X						
Tin Can Salvage	X		X		X		
Stick to Your War Job		X	X	X	X	X	
Careless Talk							X
Conserve Critical Resources**		X	X	X	X		

*These station announcements will not be recorded but will be supplied live to each station by local representatives of the National War Fund.
**These announcements will be 55 seconds and available for sponsorship—a total of six announcements instead of the usual three.
See OWI Schedule of War Messages No. 79 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Full Quota of Announcements for OWI Planned in Packet for Oct. 25 Week

A SCHEDULE of spot announcements for commercial sponsorship is listed in the OWI Washington packet for the week of Oct. 25. These are the six spots which the OWI Domestic Radio Bureau has prepared to aid the Government's campaign to conserve critical resources through economy in the use of gas, water, electricity, fuels, transportation and communications [BROADCASTING, Sept. 27].

W. F. Fairbanks, chief of the allocation section of the bureau, points out that the week of Oct. 25 will be the first since last May for which OWI is asking independent stations for the full quota of announcements agreed upon when the Station Announcement Plan was set up. The Washington packet for the week (see table) will call for 12 announcements by independents and nine by affiliates, the rest of the week's quota being supplied as usual by OWI's regional station relations offices. Under the plan as originally set up, affiliated stations agreed to broadcast a total of 12, and independents 16, announcements per week, with 75% of the material coming from Washington and 25% from local OWI sources.

The reason for the full schedule the week of Oct. 25 is the critical manpower situation developing in the country, which necessitates repeating the "Stick to Your War Job" spots scheduled for broadcast the week of Oct. 11.

Conservation Spots

"National War Fund", the drive for 17 national relief and service organizations and hundreds of local community chest agencies, continues to get the full support of announcements on the Network and Station Allocation plans.

"Hold Prices Down" repeats on the Network plan, and "Tin Can Salvage" is promoted by announcements on the networks and on both KW and OI independent stations. (Letters refer to station groups set up by OWI as mailing list divisions. Transcription labels are marked KW or OI according to grouping of stations receiving the discs.)

"Conserve Critical Resources" is the campaign reported in detail in BROADCASTING last week. The six announcements, instead of the usual three, call on the public to conserve coal and oil, gas, water, electricity, transportation and communications. All but the water spot have obvious possibilities of sponsorship by fuel companies and public utilities. Station managements were advised last week by John D. Hymes, Domestic Radio Bureau's station relations chief, that the transcriptions would be recorded short (total time 55 seconds) to allow sponsor tie-in. Stations are urged to sell these spots, but it is stressed that all six announcements should be broadcast, whether sponsored or not, as they form one related and integrated campaign.

Not shown in the adjoining table are the war messages scheduled on the Special Assignment Plan. Themes of the Special Assignment messages for the week of Oct. 25 are: "This is the Enemy", "Food Fights for Freedom", "V-12 Navy College Courses", and children's subjects.

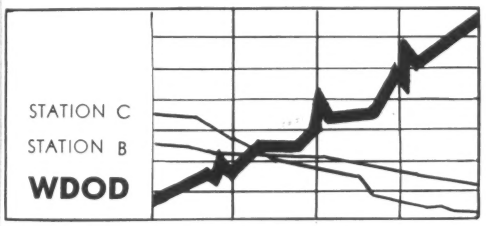
Grocery Mfrs. Meet

GROCERY Manufacturers of America will hold a War Conference at the Waldorf-Astoria, New York, Nov. 3-5, announces Paul S. Willis, GMA president, who says the meeting has been called "to consolidate the gains already made toward the solution of America's knotty food problems and to increase the mutual understanding and teamwork between all segments of the food producing and distributing industries."

Rice Is Back

GRANTLAND RICE, sports authority, returned to the air Friday, Oct. 1, with his annual football commentary on the Cities Service Concerts sponsored on NBC by Cities Service Co., New York. He discusses games for the following day, and interviews football personalties in the regular half-hour program heard Friday, 8-8:30 p.m. Agency is Foote, Cone & Belding, New York.

The kind of leadership that gets results!



the time buyers' station

A recent survey of national spot business shows WDOD with 76.9 per cent of all national business placed in Chattanooga. Station B was awarded 18.3 per cent, Station C 4.8 per cent. Here is conclusive proof of WDOD'S dominance.

AN OUTSTANDING characteristic of the American Army is the high quality of its leadership . . . a leadership that inspires confidence and trust in the men who follow their leaders.

WDOD's leadership in the Chattanooga market has inspired confidence in the advertisers who have chosen this station to reach the rich Chattanooga market. It's a high standard of leadership that WDOD has set for itself . . . a standard that for more than 18 years has given it unquestioned supremacy in the field.

DID YOU SAY "HOOPER?"
Hooper figures for Chattanooga show WDOD far out in front morning, afternoon and night.

WDOD

CBS FOR CHATTANOOGA, TENN.
5,000 WATTS DAY AND NIGHT

NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.

Robert Bartley Assumes New Position at NAB

ROBERT T. BARTLEY, former vice-president of the Yankee Network, reported at the NAB in Washington last week as Director of War Activities. Mr. Bartley resigned his Yankee Network post to accept the assignment [BROADCASTING, Aug. 30].

The new NAB executive, who reports directly to President Neville Miller, was with the Securities and Exchange Commission prior to joining the Yankee Network. In 1934 when the FCC was created, he served as the first director of its telegraph division. He left the FCC in 1937 to become a senior securities analyst with the SEC. In March, 1939 he joined the Yankee Network as executive secretary, under John Shepard 3rd, president. He was elected to a Yankee vice-presidency in August 1942 and resigned that post effective Sept. 25 to join the NAB.

Blue Coop Sponsors

LATEST SPONSORS signing for local cooperative programs on the BLUE are: for *Dick Tracy*, Louis Melind Co., WENR Chicago; Will Sales Jewelers, WINN Louisville, and Brumfield Dept. Store, WGCM Gulfport, Miss.; for *Martin Agronsky*, Victor Coffee Co., WHDH Boston; Roth Stationery, WIZE Springfield, Ohio, and Sears Roebuck Co., WGCM Gulfport; for *Mystery Chef*, Carey Salt Co., KTOK Oklahoma City, and for *Baukhage Talking*, Victor Coffee Co., WHDH Boston.

BEHIND the MIKE

CLIFFORD EVANS, commentator on WLIB Brooklyn and newspaperman, celebrated his first anniversary in radio Oct. 4.

LEE MORRISON, staff announcer of WHOM Jersey City, has been named night manager, and Steve Hollis, also staff announcer, has been made assistant program director.

CAPTAIN JAMES ALLEN, former program director of WFIL Philadelphia and now with the Quartermaster Corps at Ft. Leavenworth, Kans., is the father of a boy.

JAMES CROSSON, news editor of KYW Philadelphia, is the father of a boy.

CHUCK THOMPSON, announcer of WIBG Philadelphia, reports for the Army on Oct. 5. He had been selected to handle the Atlantic Refining football broadcasts.

"UNCLE" STANLEY DAVIS, who for the past three years has been handling the Happy Hour Club children's program of WJOB Hammond, Ind., has joined the Navy. "Aunt" Margaret Frye now handles the program, broadcast Saturday mornings.

BILL MARCH, staff announcer of WATT Newark, N. J., has left for active service in the Army Air Corps.

ROGER C. PATRICK, honorably discharged from the Army, has returned to WCBS Springfield, Ill., as announcer.

HARRY CONOVER, newly-appointed consultant on telegenics of WOR New York, takes a lesson in television operation from J. Ray Nelson, supervisor of television activities. Head of the model agency bearing his name, Mr. Conover will assist in the exploration of commercial television possibilities at WOR. His models will definitely be in the picture.

MARIE MacDONALD has been named continuity editor of KIRO Seattle, replacing Al Amundsen, who recently joined N. W. Ayer & Son Inc. as agency producer. Added to the continuity staff is Lenore Wallace. Bob Spence, chief announcer, has been placed in charge of station operations. Norman Runyons, announcer, has been transferred to production. Mary Frances Kylen is new traffic manager. John Evans, formerly of KOMO-KJR, has joined the station as account executive.

DON BROMLEY, announcer of KMPC Beverly Hills, Cal., has joined the Navy.

MARGARET BRUCE CLEVELAND, former Hollywood actress, has been appointed women's editor of KLX Oakland, Cal., and conducts a daily early morning program.

OWEN BABBE, announcer on the weekly Mutual-Don Lee *Sherlock Holmes* program, is the father of a boy.

HUNTER REAMS is the new program director of WJPA Washington, Pa. He formerly was public relations director of WWPG Lake Worth, Fla., announcer of WJNO West Palm Beach, Fla., and news editor and chief announcer of WSTV Steubenville, Ohio. Al Smith, WJPA announcer, has returned to Princeton U. to continue his studies.

"PEDE" WORTH, formerly producer of KOMO-KJR Seattle has joined the staff of KQW San Francisco, as producer.

PVT. TOM HUDSON, formerly announcer on the Rudy Vallee Sealtest Show on the Coast, is now announcing *Army Air Forces* on Mutual Monday nights.

JEAN HALLOCK, formerly assistant food and household editor of Fawcett Publications, New York, and previously a freelance radio writer, has joined the CBS press information department. She replaces Harry Feeney, now in the Army.

GEOFFREY BRIDSON, BBC writer and producer, has travelled the Alaska Highway to record a broadcast for NBC and BBC. Recordings of the show on NBC Oct. 6 will be flown to London by bomber for broadcasting on the BBC home service.

DEL SHARBUTT, m. c. and announcer on such shows as the CBS *Radio Readers Digest* and the NBC *All-Time Hit Parade*, recently became the father of his third child.

WILLIAM H. STEESE, formerly economic analyst on the National Industrial Conference Board, has joined the CBS Research department as chief of the program records division.

FLORENCE MORRIS, formerly of BLUE program dept., has been appointed manager of the booking office in charge of operations under Charles Barry, Eastern program manager. She replaces Grace Hellerson, resigned.

JOHN CORNELL, formerly an announcer of WLW Cincinnati, on Oct. 4 joins the CBS announcing staff.

SIEGFRIED T. MICKELSON, assistant professor of journalism, U. of Minnesota, will devote one-third time to teaching this year and the remainder as news editor of WCCO Minneapolis. Prof. Mickelson organized the station's news bureau earlier this year. Prof. M. V. Charnley of the university's school of journalism served as assistant news editor of WCCO during the summer.

STANLEY BUSH has joined the announcing staff of WINN Louisville.

BOB ANTHONY, formerly assistant program director and production manager of WFBC Greenville, S. C., has joined the announcing staff of WAAT Newark, N. J.

IRENE BEASLEY, singer, has been signed by Procter & Gamble to do the trailer announcements for Ivory Flakes on P & G's NBC program *Abie's Irish Rose* for the second year.

RAY BOHANNON, formerly of KRE Berkeley, Cal. has joined KQW San Francisco as announcer.

CHARLES SYDNEY FREED, formerly an announcer and on the music production staff of WIBG Philadelphia, and most recently relieved of active duty as a second lieutenant in the Army, has joined the announcing staff of WQXR New York.

RICHARD ARNELL, composer-musician, who has handled various radio musical assignments on a free-lance basis, has been appointed music consultant to the BBC in New York. He will work with programs of interest to Britain which are recorded here and sent to London.

AND FOR THE LADIES—

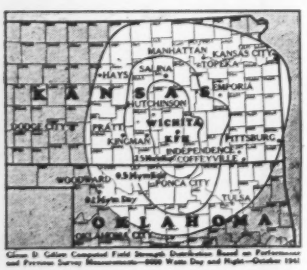
"The Man with the Good Looking Voice"

HENRY MATTISON

KFH program planning puts the masculine touch to fashions and rations with MATTISON'S MUSICAL MEMOS, available to participation sponsors at regular announcement rates.

•

Put your Dollars To Work In Zoomtown!



Wichita's retail sales volume is fifth in the big seven-state Southwest. Wartime industry has skyrocketed Wichita to the top rank in boom markets . . . and it is there to stay because Wichita's tools for war are also instruments for peace.

That Selling Station In
Kansas' Biggest, Richest Market

K F H

WICHITA, KANSAS

CBS - 5000 Watts Day and Night

See any Edward Petry Office.

KGW

PORTLAND, OREGON

"KEY TO THE GREAT WEST"

5,000 Watts
620 Kilocycles

NBC RED NETWORK

Represented Nationally by
EDWARD PETRY & CO., Inc.

Covers Atlanta at LOWEST Cost!

WATL

ATLANTA

MBS 1400 KC

SPOT

Represented by SALES

Realizing the increasing importance of the Pacific Coast today and its greater possibilities of tomorrow, we are opening an office in Los Angeles on October first, with Mr. Tom Ray as Manager.

The address: Security Title Insurance Building
530 West 6th Street.

This office, as all Katz Agency offices, serves our clients exclusively.

The KATZ AGENCY, INC.

National Advertising Representatives since 1888

NEW YORK	CHICAGO	DETROIT	ATLANTA
KANSAS CITY	DALLAS	SAN FRANCISCO	LOS ANGELES

● ATLANTIC CITY

● NEW JERSEY

● FAMOUS FOR

● THE BOARDWALK

● MISS AMERICA

● SALT WATER TAFFY

● AND

NOW AFFILIATED WITH THE BLUE NETWORK

WFPG

DAVE YOUNG, formerly producer of KHJ Hollywood, has joined the NBC production staff.

GEORGE FISHER, Hollywood commentator, currently awaiting further draft orders for re-enlistment for Army officers' training, has joined KHJ Hollywood as announcer.

HOUSTON COX, newscaster of KPO San Francisco, is the father of a girl.

PAUL SKINNER, former singer-announcer of WTMJ Milwaukee, has rejoined the station.

JOHN STINSON, formerly of WLW Cincinnati has joined WKRC Cincinnati as newscaster.

CEARLINE OSGOOD, woman commentator, has joined WAIT Chicago. Ben Norman has joined the announcing staff. Jack Payne is in charge of continuity and production.

MARGARET McCALLUM and Frances Johnston, formerly of CBR Vancouver, are now with the traffic office of Trans-Canada Airlines, Montreal and Winnepeg respectively.

FRANK WILLIAMS, formerly of NBC Los Angeles, has joined CJOR Vancouver as announcer.

RUPERT CAPLAN, Montreal radio producer, has been appointed supervisor of production for the Canadian Broadcasting Corp., with headquarters at Toronto. He will supervise general production policy of the CBC, as well as train the production staff throughout Canada.

IRWIN CUTLER, formerly announcer and newscaster at WEST Easton, Pa., is now handling camp shows, radio, and orientation for enlisted men at Camp Claiborne, La.

BERNARD DUDLEY, New York Philharmonic Symphony commentator and announcer for the Drew Pearson and Alexander's Mediation Board programs, has taken an office at 720 Fifth Ave., N. Y.

TONY PARATORE, former staff announcer of WIBU Poynette, Wis., has joined the staff of WOR New York.

JACK ZEIGIN, former announcer of WING Dayton, Ohio, and recently discharged from the Army, has returned to the station.

GEORGE C. BIGGAR, WLW Cincinnati program director, has been elected Service Officer for American Legion Outpost 480 in Cincinnati. Nancy Lazarus has joined the writing staff of the WLW-WSAI news staff.

GLEN E. HARRIS, formerly of KMBC Kansas City, has joined the announcing staff of KDYL Salt Lake City.

ALBERT GROBE, chief announcer of WQXR New York, has been signed to narrate two motion pictures, one for the Coordinator of Inter-American Affairs, entitled "The Wealth of the Andes", and the other an RKO-Pathe "Sportscope".

WILLIAM WALBAUM, recently released from the Army with a medical discharge, last week joined the continuity of CBS Central Division. Prior to entering the service he was a continuity writer at WIND Gary.

DICK ENROTH, announcer at WGN Chicago, will be the 59th WGN man to join the services when he becomes an aviation cadet at Jefferson Barracks, Mo.

WILLIAM E. (Bill) MacDONALD has been appointed farm service director of KFAB Lincoln, Neb.

TED GATES, production manager of KWKW Pasadena, Cal., has resigned to do research work for California Institute of Technology. Replacing him is Paul Allison, formerly news editor of KMTR Hollywood. Bill Plummer, formerly of KTFI Twin Falls, Ida., has joined KWKW announcing staff.

The TEXAS RANGERS now

Selling Cold Tablets on WEEI Boston

...also selling many other products on many other stations.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

Rules Governing Lighting of Towers Are Ordered Tightened in FCC Ruling

TIGHTENING up on rules and regulations governing tower lights and entries in station logs was ordered by the FCC, setting en banc last Wednesday effective Oct. 28. Increased air travel, and particularly the outlook on the postwar areas, prompted the FCC, in cooperation with the Civil Aeronautics Administration to promulgate the modified regulations to reduce air navigation power hazards to a minimum.

The new regulations provide for visual observations and physical inspections of tower lights, to be followed by a report to the nearest airways communication station of CAA where when failure of tower lights which cannot be readily corrected is observed; and second, entries at the station log indicating not only that regular checks have been made, but also following where failure has occurred and the nature of steps taken to remedy the condition.

The specific sections affected are:

"Section 2.82 (New) — INSPECTION OF TOWER LIGHTS AND ASSOCIATED CONTROL EQUIPMENT—The license of any radio station which has an antenna or antenna supporting structure(s) required to be illuminated pursuant to the provisions of Section 303(q) of the Communications Act of 1934, as amended:

(a) Shall make a visual observation of the tower lights at least once each twenty-four hours to insure that all such lights are functioning properly as required.

(b) Shall report immediately by telephone or telegraph to the nearest Airways Communications Station or Office of the Civil Aeronautics Administration any observed failure of the tower lights, not corrected within thirty minutes, regardless of the cause of such failure. Further notification by telephone or telegraph shall be given immediately upon resumption of the required illumination.

(c) Shall inspect at intervals of at least once each three months, all flashing or rotating beacons and automatic lighting control devices to insure that such apparatus is functioning properly as required."

"Section 3.404 (Modified) *LOGS*—The license of each broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

(a) In the program log: * * *

(b) In the operating log: * * *

(c) Where an antenna supporting structure(s) is required to be illuminated the licensee shall make entries in the radio station log appropriate to the requirements of Section 2.82(a), (b), and (c) as follows:

"(1) The time the tower lights are turned on and off if manually controlled.

(2) The time the daily visual observation of the tower lights was made.

(3) In the event of any observed failure of a tower light,

(i) Nature of such failure.

(ii) Time the failure was observed.

(iii) Time and nature of the adjustments, repairs or replacements made.

(iv) Airways Communication Station (C.A.A.) notified of the failure of any tower light not corrected within thirty minutes and the time such notice was given.

(v) Time notice was given to the Airways Communication Station (C.I.A.) that the required illumination was resumed.

(4) Upon completion of the periodic inspection requirel at least once each three months,

(i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.

(ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements."

Section 4.5 (Modified) — *STATION RECORDS*—(a) The licensee of each class of broadcast station listed in Section 4.1 shall maintain adequate records of the operation including: * * *

(b) Where an antenna or antenna supporting structure(s) is required to be illuminated the licensee shall make entries in the radio station log appropriate to the requirements of Section 2.82(a), (b), and (c) as follows:

(1) The time the tower lights are turned on and off if manually controlled.

(2) The time the daily visual observation of the tower lights was made.

(3) In the event of any observed failure of a tower light,

(i) Nature of such failure.

(ii) Time the failure was observed.

(iii) Time and nature of the adjustments, repairs or replacements made.

(iv) Airways Communication Station (C.A.A.) notified of the failure of any tower light not corrected within thirty minutes and the time such notice was given.

(v) Time notice was given to the Airways Communication Station (C.A.A.) that the required illumination was resumed.

(4) Upon completion of the periodic inspection required at least once each three months,

(i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.

(ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements."

"Section 4.264 (Modified)—*LOGS*—The licensee of each television broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

(a) Program logs * * *

(b) Operating log * * * (And when transmitting a standard television signal) * * *

(c) Log of experimental operation when transmitting other than a standard television signal * * *

(d) Where an antenna or antenna supporting structure(s) is required to be illuminated the licensee shall make entries in the ralio station log appropriate to the requirements of Section 2.82(a), (b), and (c) as follows:

(1) The time the tower lights are turned an and off if manually controlled.

(2) The time the daily visual observation of the tower lights was made.

(3) In the event of any observed failure of a tower light,

(i) Nature of such failure.

(ii) Time the failure was observed.

(iii) Time and nature of the adjustments, repairs or replacements made.

(iv) Airways Communication Station (C.A.A.) notified of the failure of any tower light not corrected within thirty minutes and the time such notice was given.

(v) Time notice was given to the Airways Communication Station (C.A.A.) that the required illumination was resumed.

(4) Upon completion of the periodic inspection required at least once each three months,

(i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.

(ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements."

"Section 5.28 (Modified) *RECORDS OF OPERATION*—(a) The licenses of each experimental station shall maintain adequate records of operation including: * * *

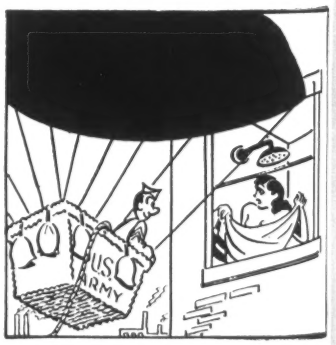
(b) Where an antenna or antenna supporting structure(s) is required to be illuminted the licensee shall make entries in the radio station log appropriate to the rquirements of Section 2.82 (a), (b) and (c) as follows:

(1) The time the tower lights are turned on and off if manually controlled.

"(2) The time the daily visual observation of the tower lights was made.

(3) In the event of any observed failure of a tower light,

[*Continued on page 44*]



"Be not afraid, lady—I'm the Lone Ranger from WFDF Flint Michigan."

A BOMBER CREW CAN'T *Huddle* TO CALL SIGNALS

In a giant bomber — as on the football field — victory requires perfect team work. A bomber crew can't huddle to call signals but through the medium of the interphone communications system, every member is knit into a fighting team.

Building accurate and dependable inter-communication equipment for Navy bombers is an important part of the war time business of Sound Equipment Corporation of California.

When peace comes again, the same high precision accuracy, the same sturdy dependability, the same engineering "know how" that now goes into the manufacture of war equipment will again be available to the public in a complete line of quality products in the radio and communications field.

BUY WAR BONDS

Sound Equipment

Corporation of California

6245 LEXINGTON AVENUE, HOLLYWOOD 38, CALIFORNIA

Manufacturers of ***AIRCRAFT RADIO EQUIPMENT • AMPLIFIERS • PRECISION COILS***

PUT AWAY YOUR HOE, OLE BLACKJOE (KY.)!

We ain't comin'—we ain't comin'! We is staying in the Louisville Trading Area, where our 5000 Watts and our NBC programming is an angel's voice, a-calling loud and strong to the people who *do more business than all the rest of Kentucky's 120 counties combined!* Go 'way, ole Blackjoe. We don't want you a-eating our hoe-cakes and taters!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC.
National Representatives

For Tomorrow's Broadcasting—

LOOK TO ★LINGO

For advanced design and superior performance in

VERTICAL TUBULAR STEEL RADIATORS

PATENTED FM TURNSTILE RADIATORS

We're "all out" for Victory, but our engineers are ready to work with you on post-war plans.

JOHN E. LINGO & SON, Inc.
CAMDEN, NEW JERSEY

(i) Nature of such failure
(ii) Time the failure was observed
(iii) Time and nature of the adjustments, repairs or replacements made.
(iv) Airways Communication Station (C.A.A.) notified of the failure of any tower light not corrected within thirty minutes and the time such notice was given.
(v) Time notice was given to the Airways Communication Station (C.A.A.) that the required illumination was resumed.
(4) Upon completion of the periodic inspection required at least once each three months,
(i) The date of the inspection and the condition of all tower lights anl associated tower lighting control devices.
(ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements."

"Section 6.39 (New)—*INSPECTION OF ANTENNA TOWER LIGHTING*—Where an antenna or antenna supporting structure(s) is required to be illuminated the licensee shall make entries in the radio station log appropriate to the requirements of Section 2.82(a), (b), and (c) as follows:
(1 The time the tower lights are turned on and off if manually controlled.
(2) The time the daily visual observation of the tower lights are made.
(3) In the event of any observed failure of a tower light,
(i) Nature of such failure.
(ii) Time the failure was observed.
(iii) Time and nature of the adjustments, repairs or replacements made .
(iv) Airways Communication Station (C.A.A.) notified of the failure of any tower light not corrected within thirty minutes and the time such notice was given.
(v) Time notice was given to the Airways Communication Station (C.A.A.) that the required illumination was resumed.
(4) Upon completion of the periodic inspection required at least once each three months,
(i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.
(ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements."

"Section 7.83 (New)—*RECORD OF ANTENNA TOWER LIGHTING INSPECTIONS*—Where an antenna or antenna supporting structure(s) is required to be illuminated the licensee shall make entries in the radio station log appropriate to the requirements of Section 2.82 (a), (b), and (c) as follows:
(1) The time the tower lights are turned on and off if manually controlled.
(2) The time the daily visual observation of the tower lights was made.
(3) In the event of any observed failure of a tower light,
(i) Nature of such failure.
(ii) Time the failure was observed.
(iii) Time and nature of the adjustments, repairs or replacements made.
(iv) Airways Communication Station (C.A.A.) notified of the failure of any tower light not corrected within thirty minutes and the time such notice was given.
(v) Time notice was given to the Airways Communication Station (C.A.A.) that the required illumination was resumed.
(4) Upon completion of the periodic inspection required at least once each three months.
(i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.
(ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements."

"Section 7.96 (Modified) — Additional regulations—The operation of marine relay stations shall be governed in the following matters by the associated provisions of the following designated rules governing the operation of coastal stations:
(a) Section 7.21 Order of priority of communications.
(b) Section 7.31 Limitations relative to A-2 emission.
(c) Section 7.32 Operating power.
(d) Section 7.41 Coastal station license.
(e) Section 7.42 Posting of station license.
(f) Section 7.43 Posting of operator license.
(g) Section 7.56 Emission in the band 100 to 160 kilocycles.
(h) Section 7.59 Frequency measurements.
(i) Section 7.60 Frequency tolerance.
(j) Section 7.83 Record of antenna tower lighting inspections."

"Section 9.41 (Modified)—*INFORMATION REQUIRED IN STATION LOGS*—(a) All stations in the aviation service except aircraft stations must keep an adequate log showing:
(1) Hours of operation
(2) Frequencies used
(3) Stations with which communication was held
(4) Signature of operator(s) on duty
(b) Where an antenna or antenna supporting structure(s) is required to be illuminated the licensee shall make entries in the radio station log appropriate to the requirements of Section 2.82 (a), (b), and (c) as follows:
(1) The time the tower lights are turned on and off if manually controlled.
(2) The time the daily visual observation of the tower lights was made.
(3) In the event of any observed failure of a tower light,
(i) Nature of such failure.
(ii) Time the failure was observed.
(iii) Time and nature of the adjustments, repairs or replacements made.
(iv) Airways Communication Station (C.A.A.) notified of the failure of any tower light not corrected within thirty minutes and the time such notice was given.
(v) Time notice was given to the Airways Communication Station (C.A.A.) that the required illumination was resumed.
(4) Upon completion of the periodic inspection required at least once each three months,
(i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.
(ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements."

LOGS

"Section 10.101—(Modified) *CONTENTS*—(a) Each licensee shall maintain adequate records of the operation of the station including:
(1) Hours of operation
(2) Nature and time of each communication.
(3) Frequency measurements
(4) Name of operator on duty at the transmitter.
(b) Where an antenna or antenna supporting structure(s) is required to be illuminated the licensee shall make entries in the radio station log appropriate to the requirements of Section 2.82 (a), (b), and (c) as follows:
(1) The time the tower lights are turned on and off if manually controlled.
(2) The time the daily visual observation of the tower lights was made.
(3) In the event of any observed failure of a tower light,
(i) Nature of such failure.
(ii) Time the failure was observed.
(iii) Time and nature of the adjustments, repairs or replacements made.
(iv) Airways Communication Station (C.A.A.) notified of the failure of any tower light not corrected within thirty minutes and the time such notice was given.
(v) Time notice was given to the Airways Communication Station (C.A.A.) that the required illumination was resumed.
(4) Upon completion of the periodic inspection required at least once each three months,
(i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.
(ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements.
(c) In the case of groups of stations, either land, or land and mobile, operating as a single coordinated communication system controlled from a single point, a single log may be maintained at a central location, *Provided*, That such log records the required information with respect to all stations in the network."

"Section 11:45 (Modified) *LOGS*—(a) Each station licensee shall maintain adequate records of the operation of the station incluling:
(1) Hours of operation
(2) Nature and time of each transmission
(3) Name of operator on duty at the transmitter
(b) Where an antenna or antenna supporting structure(s) is required to be illuminated the licensee shall make entries in the radio station log appropriate to the requirements of Section 2.22(a), (b), and (c) as follows:
(1) The time the tower lights are turned on and off if manually controlled.
(2) The time the daily visual observation of the tower lights was made.
(2) The time the daily visual observation of the tower lights was male.
(3) In the event of any observed failure of a tower light,
(i) Nature of such failure.
(ii) Time the failure was observed.
(iii) Time and nature of the adjustments, repairs or replacements made.
(iv) Airways Communication Station (C.A.A.) notified of the failure of any tower light not corrected within thirty minutes and the time such notice was given.

"(v) Time notice was given to the Airways Communication Station (C.A.A.) that the required illumination was resumed.

(4) Upon completion of the periodic inspection required at least once each three months,

(i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.

(ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements.

(c) In the cases of groups of stations, either fixed or fixed and mobile, operating as a single coordinated communication system controlled from a single point, a single log may be maintained at a central location, provided that such log records the required information with respect to all stations in the system.

N. Y. Sportscasters Elect

STAN LOMAX, sportscaster of WOR New York, was elected president of the New York Sports Broadcasters Assn. at a meeting last week in New York. Ted Husing of CBS, former president of the group, will be vice president, and Bert Lee of WHN, second vice president. Tom Slater, MBS special events and sports director, was named secretary; Marty Glickman, WHN, treasurer, while Bill Stern, NBC director of Sports, and Bob Harlow, of Press Assn., were named to serve on the executive committee.

Sidney J. Williams

SIDNEY JOSEPH WILLIAMS, 47, for 18 years a UP correspondent, died suddenly in London last week. Among the notable events he covered in his career were the Battle of Britain, the sinking of the British submarine M-2, and the burning of the Zeppelin Hindenburg, which accurred during his two years with the UP in New York. He previously had worked on the *Seattle Post-Intelligencer*, the *Calgary Albertan*, and *Winnepeg Free Press*, among others.

BEST RADIO BUY IN BALTIMORE!

WCBM

AND THE BLUE NETWORK

John Elmer, President — Geo. H. Roeder, Gen. Manager

FREE & PETERS
Exclusive National Rep.

XUM

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

NATIONAL PRESS BLDG.
WASHINGTON 4 - D C
Metropolitan 1022

October 4, 1943.

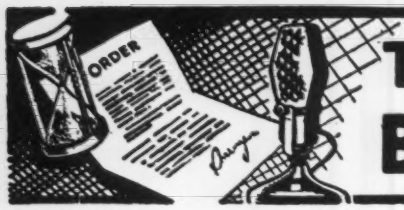
TO THE BROADCASTING INDUSTRY:

Your 1944 YEARBOOK questionnaire is now in the mails. Kindly fill in the required information promptly, sending changes in later, as they occur. Your cooperation will insure accurate listing in the various directories. Send all Yearbook data to the Washington offices.

Thank you.

the Editors—
1944 YEARBOOK*

*Tenth in a distinguished series.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO Des Moines

Carter Products, N. Y. (Arrid), 1 *ta* weekly, 52 wks. thru Small & Seiffer, N. Y.

Wait-Cahill Co., Decatur, Ill. (Green Mountain cough syrup), 3 *sp* weekly, 26 wks, thru Wade Adv., Chicago.

Ludens Inc., Reading, Pa. (cough drops), 5 *sa* weekly, 26 weeks, thru J. M. Mathes, Inc., N. Y.

Stanco, New York (Mistol), 3 *ta* weekly, 26 wks, thru McCann-Erickson, N. Y.

Musterole Co., Cleveland, 5 *sa* weekly, 26 wks, thru Erwin, Wasey & Co., N. Y.

Reid National Corn Co., Anamosa, Ia. (Hybrid corn), 1 *sa* weekly, 13 wks, thru Fairall & Co., Des Moines.

Peter Paul Inc., Naugatuck, Conn. (Mounds, Walnettos, Ten Crown gum), 6 *sa* weekly, 13 weeks, thru Platt-Forbes, N. Y.

KWG Stockton, Cal.

Bank of America, San Francisco (checking service) 7 *sa* per wk, 52 wks, thru Charles Stuart Adv., San Francisco.

American Trust Co., San Francisco (savings), 7 *sa* per wk, 52 wks, thru Leon Livingston Adv., San Francisco.

Colgate-Palmolive-Peet Co., Jersey City (soap), 6 *ta* per wk, 13 wks, thru Leon Livingston Adv., San Francisco.

Sunway Fruit Products Co., Chicago (vitamins), 6 *sp* per wk, 13 wks, thru Sorensen & Co., Chicago.

KECA Los Angeles

Williams Waterproofing & Paint Co., Los Angeles (waterproofing paint) weekly *sp*, 52 wks, thru Allied Adv. Agencies, Los Angeles.

Globe Grain & Milling Co., Los Angeles (flour), 6 *sa* per wk, 26 wks, thru McCann-Erickson Inc., Los Angeles.

W. H. Y. & Kevo Products Ltd., Azusa, Cal. (Kevo), 2 *sp* per wk, 12 wks, thru Barton A. Stebbins Adv., Los Angeles.

French Kitchen Foods Corp., Los Angeles (spaghetti sauce), 2 *ta* per wk, 13 wks, thru Elwood J. Robinson Adv., Los Angeles.

WKZO Kalamazoo-Grand Rapids

American Home Products, Jersey City, N. J. (Aspertane), 3 *ta* weekly 52 wks thru Compton Adv., New York.

Automobile Club of Michigan, 6 *ne* weekly for 13 wks thru Stockwell & Marcuse, Detroit.

Compagnie Parisienne, San Antonio, 3 *sp* weekly for 4 wks thru Northwest Radio, Seattle.

De Free Chemical Co., 5 *ne* weekly for 13 wks thru Roche, Williams & Cunnyngham, Chicago.

P. Duff & Sons, Pittsburgh (waffle mix), 4 *sa* weekly for 4 wks thru W. Earle Bothwell, Pittsburgh.

Ex-Lax Inc., Brooklyn, 5 *ta* weekly for 13 wks thru Joseph Katz Co., New York.

Clark Gardner, 3 *sp* weekly for 4 wks thru Northwest Radio, Seattle.

Kalamazoo Stove Co., U. of Mich. football games, placed direct.

Luden's Inc., Reading, Pa. (cough drops), 3 *sa* weekly for 26 wks thru J. M. Mathes, New York.

Stephano Bros., Philadelphia (Marvel cigarettes), 13 *sa* weekly for 4 wks thru Aitkin-Kynett, Philadelphia.

Michigan Consolidated Gas Co., 1 *sa* weekly for 26 wks thru Ben Dean Adv., Grand Rapids.

Old Fashioned Church of the Air, 1 *sp* weekly for 52 wks thru Stanley Boynton, Detroit.

Plough Inc., Memphis, Tenn. (St. Joseph Aspirin, Penetro nose drops) 12 *ta* weekly for 32 wks thru Lake-Spiro-Shurman Inc., Memphis.

Quaker Oats Co., Chicago, 5 *ta* weekly for 6 wks thru Sherman & Marquette, Chicago.

Radio Print Shop, Hollywood (stationery), 3 *sp* weekly for 8 wks thru Northwest Radio, Seattle.

Willard Tablet Co., Chicago, 3 *sp* weekly for 12 wks thru First United Broadcasters, Chicago.

Wolverine Insurance Co., 5 *ne* weekly for 26 wks direct.

CFRB Toronto

Norwich Pharmacal Co., Toronto (vitamin tablets), *sp* weekly thru A. McKim Ltd., Toronto.

Imperial Optical Co., Toronto (optical supplies), *sp* weekly, direct.

Christie Brown & Co., Toronto (bread), 5 *sp* weekly, thru Cockfield Brown & Co., Toronto.

CHML Hamilton, Ont.

Borden Co. Ltd., Toronto (milk products) 1 *sp* weekly, thru Young & Rubicam, Toronto.

Lymans Agencies Ltd., Toronto (Fellows syrup) 6 *ne* weekly, thru Ronalds Adv. Agency Ltd., Toronto.

WOAI San Antonio

W. B. Caldwell Co., Monticello, Ill. (Dr. Caldwell's Laxative Senna), 8 *ta* weekly, thru Sherman & Marquette, Chicago.

Gladiola Flour Mills, Sherman, Tex. (flour), 1 *ne* weekly, thru Couchman Adv. Agency, Dallas.

Plough Inc., Memphis (St. Joseph Aspirin, Penetro Nose Drops), 22 *ta* weekly, thru Lake-Spiro-Shurman, Memphis.

Campbell Cereal, Minneapolis (Malt-O-Meal), 5 *t* weekly, thru H. W. Kastor & Sons, Chicago.

Pertussin Medicine Co., New York (cough syrup), 5 *ta* weekly, thru Erwin, Wasey & Co., N. Y.

National Oats Co., Cedar Rapids, Ia. (oats) 5 *ta* per wk.

Sterling Insurance Co., Chicago, 6 *ne* weekly, thru Neal Adv. Agency, Chicago.

Arrid Co., New York (deodorant), 1 *t* weekly, thru Small & Seiffer, N. Y.

WJJD Chicago

Hallicrafters Co., Chicago (institutional), 3 *sp* weekly, 52 wks, thru Burton Browne Adv., Chicago.

F. H. Pfunder, Inc., Minneapolis (proprietaries), 13 *sp*, thru Sorensen & Co., Chicago.

Adler, Inc., Chicago (dress materials), 6 *sp* weekly, 13 wks, thru Gourfain-Cobb Adv. Agency, Chicago.

Bunte Bros., Chicago (help wanted), 6 *sp*, thru Presba, Fellers & Presba, Chicago.

Fred Harvey Restaurants, Chicago, 6 *sa*, thru George H. Hartman Co., Chicago.

WHN New York

Father John's Medicine Co., Lowell, Mass. (Father John's Medicine), 6 *sa* weekly, 26 wks, thru Bertha Bannan, Boston.

Sunway Vitamin Co., Chicago, 7 *ne* weekly, 3 *sp* weekly, thru Sorenson & Co. Chicago.

Megowen-Educator Food Co., Boston (Crax, Toasterettes), *sa*, 13 wks. thru Badger & Browning, Boston.

Standard Brands Inc., New York (Stams), *ta*, 13 wks, thru Ted Bates Inc., N. Y.

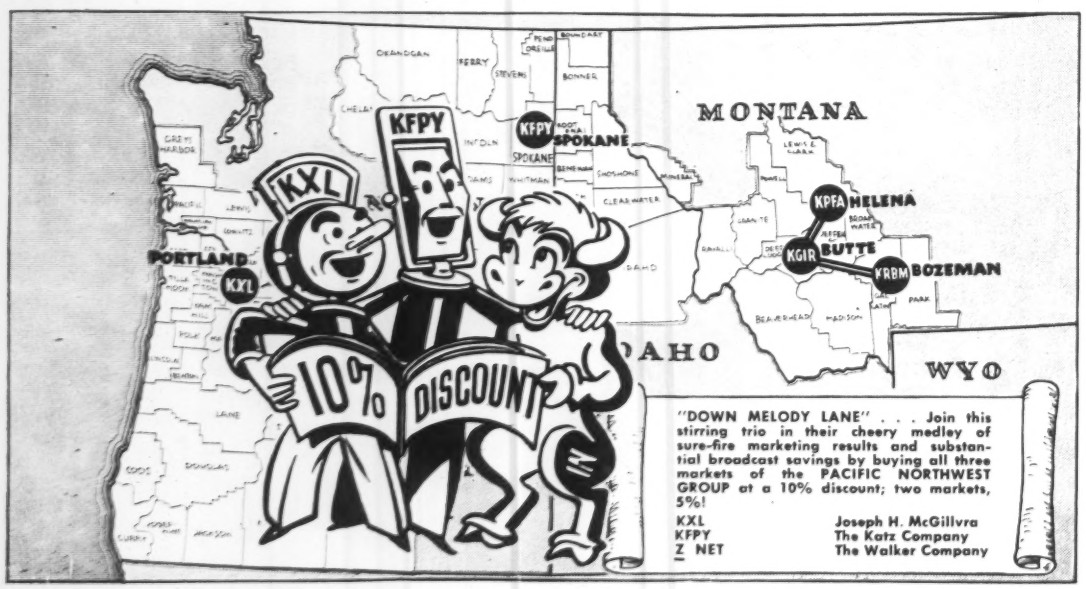
KYW Philadelphia

Pure Food Co., Marmaroneck, N. Y. (Herb-Ox bouillon), 6 *sa* weekly, thru J. M. Mathes Inc., N. Y.

Philadelphia Electric Co., Philadelphia (appliances), 3 *sp* weekly, for 26 weeks, thru Al Paul Lefton Co., Philadelphia.

Quaker Oats Co., Chicago (Ken-L-Biskit), 5 *sa* weekly, for 8 wks, thru Ruthrauff & Ryan, N. Y.

Penick & Ford, New York (My-T-Fine desserts), 5 *sa* weekly, 16 wks, thru BBDO, N. Y.


KFPY
KFPY
SPOKANE
SPOKANE
KXL
KXL
PORTLAND
MONTANA
KPFA HELENA
KGIR BUTTE
KRBM BOZEMAN
IDAHO
WYO
10% DISCOUNT
"DOWN MELODY LANE" . . . Join this stirring trio in their cheery medley of sure-fire marketing results and substantial broadcast savings by buying all three markets of the PACIFIC NORTHWEST GROUP at a 10% discount; two markets, 5%!
KXL — Joseph H. McGillvra
KFPY — The Katz Company
Z NET — The Walker Company

WCAE Pittsburgh

Joseph Horne Co., Pittsburgh (department store), 6 *sp* weekly for 52 wks thru Walker & Downing, Pittsburgh.

C. A. Briggs Co., Cambridge, Mass. (H. B. cough drops), 5 *sa* weekly for 20 wks thru Horten Hayes Co., Providence, R. I.

Lever Bros., Cambridge, Mass. (Vimms) 12 *ta* weekly for 4 wks thru BBDO, N. Y.

Murine Co., Chicago (eyewash), 3 *ta* weekly for 13 wks thru BBDO, N. Y.

Quaker Oats Co., Chicago (Ken-L-Biskit), 5 *ta* weekly for 6 wks thru Ruthrauff & Ryan, Chicago.

Vick Chemical Co., New York (Vick products), 5 *ne* weekly for 20 wks thru Morse International, New York.

P. Lorrillard Co., New York (Old Gold cigarettes), 3 *ne* weekly for 13 wks thru J. Walter Thompson, New York.

Groves Labs, St. Louis (cold tablets), 5 *ne* weekly for 26 wks thru Russel M. Seeds Co., Chicago.

Rit Products Corp., Chicago (All Purpose Dye), 15 *ta* weekly for 17 wks thru Earle Ludgin & Co., Chicago.

John F. Jelke Co., Chicago (margarine), 5 *sa* weekly for 26 wks thru Young & Rubicam, Chicago.

Wilson Milk Co., Indianapolis, 5 *ta* weekly for 13 wks thru Keeling & Co., Indianapolis.

Grocery Store Products Mfg. Corp., New York (Kitchen Bouquet), 6 *ta* weekly for 39 wks thru Duane & Jones Co., New York.

Solventol Chemical Products Co., Detroit (Solventol), 1 *t* weekly for 52 wks thru Holmes Associates, Detroit.

Grennan Bakeries, Chicago (cakes), 6 *sp* weekly for 13 wks thru Campbell-Mithan Inc., Chicago.

Blue Moon Foods Inc., Thorp, Wis. (cheese), 5 *ta* weekly for 13 wks thru Reincke, Ellis, Younggreen & Finn, Chicago.

Interstate Labs, Louisville, Ky. (Vita-wine and Oculine), 1 *t* weekly for 52 wks thru Farson & Huff, Louisville.

Groves Labs, St. Louis (Vitamins), 2 *ne* weekly for 26 wks thru Donahue & Coe, New York.

Musterole Co., Cleveland, 4 *sa* weekly for 26 wks thru Erwin Wasey & Co., New York.

Quaker Oats Co., Chicago (Aunt Jemima Pancake flour), 3 *t* weekly for 26 wks thru Sherman K. Ellis & Co., Chicago.

W. B. Caldwell, Monticello, Ill., 4 *t* weekly for 52 wks thru Sherman & Marquette, Chicago.

Sal Fayne Corp., Dayton, Ohio, 6 *ta* weekly for 13 wks thru Douglas Hall, Dayton.

Wm. G. Johnstone Co., Pittsburgh (printing), 1 *ne* weekly for 13 wks thru Walker & Downing, Pittsburgh.

Duquesne Brewing Co., Pittsburgh (beer), 3 *t* weekly for 26 wks thru Walker & Downing Co. Pittsburgh.

Church of the Covenants, Dayton, Ohio (religious), 1 *t* weekly for 52 wks thru Stanley G. Boynton, Detroit.

Bond Clothes, Pittsburgh, 6 *sp* weekly for 52 wks thru Neff-Rogow Inc., New York.

Brookside Distilling Corp., Scranton, Pa. (wines), 6 *ta* weekly for 13 wks thru Henry W. Gann, Scranton.

Drake Baking Co., Pittsburgh, 5 *sa* weekly for 52 wks thru Ketchum, MacLeod & Grove, Pittsburgh.

Foster Millburn Co., Buffalo, N. Y. (Ice Mint), 3 *ta* weekly for 52 wks thru Spot Broadcasting, N. Y.

Isaly Dairy Co., Pittsburgh, 4 *sp* daily for approx. 5 days (World Series) thru Ketchum, MacLeod & Grove, Pittsburgh.

Coronet Magazine, Chicago, 15 *ta* weekly for 52 wks thru Schwimmer & Scott, Chicago.

KHJ Hollywood

Standard Brands Inc., New York (Royal Cream of Tartar Baking Powder), 3 *sp* per wk, 13 wks, thru Ted Bates Inc., N. Y.

Dad's Root Beer, Chicago (root beer), 1 *sa* per wk, 11 wks, thru Malcolm-Howard, Chicago.

Sears Foods Distributing Co., Los Angeles (Buttr-Stretch), 3 *sp* per wk, 13 wks direct.

Sears Roebuck & Co., Los Angeles (department store chain), 10 *ne* per wk, 52 wks, thru The Mayers Co., Los Angeles.

KFI Los Angeles

Colgate-Palmolive-Peet Co., Jersey City (Peets granulated soap), 4 & 2 *sa* weekly, 13 wks, thru Leon Livingston Adv., San Francisco.

Southern California Naval Uniform Distributors, Los Angeles (uniforms), weekly *sp*, 14 wks, thru Hillman-Shane-Breyer, Los Angeles.

Quaker Oats Co., Chicago (kennel biscuit), 5 *ta* weekly, 8 wks, thru Ruthrauff & Ryan, Chicago.

Luden's Inc., Reading Pa. (cough drops), 9 *sa* weekly, 26 wks, thru J. M. Mathes Inc., N. Y.

Radio Advertisers

SCHUTTER CANDY CO., Chicago, dedicated four of its network shows during the month of September to War Bond promotion. These were two of the *Starring Curt Massey* programs on NBC and two of the *Coronet Little Show* programs on CBS.

SMITH BROTHERS FISHERIES, Port Washington, Wis., new to radio, have placed a one year contract with WTMJ Milwaukee for spot announcements on *Top of the Morning*, record show, *What's New*, women's commentary, and *Heinie and His Grenadiers*.

CALLITE TUNGSTEN CORP., Union City, N. J., on Sept. 30 sponsored a special broadcast on WOR New York, when the company held ceremonies in Roosevelt Stadium, Union City, attendant with the award of the Army-Navy "E". Charles H. Kraft, president of Callite, and War and Navy Dept. Officials gave short talks. Agency in charge is Albert Frank-Guenther-Law, New York.

BROWN & WILLIAMSON TOBACCO Co., Louisville, sponsors of *People Are Funny*, will advertise Wings cigarettes on the show beginning Oct. 15, when the program goes from 65 to 126 NBC stations, 7:30 p.m. On Oct. 8, Art Linkletter succeeds Art Baker as m.c. of the program.

BURTON'S FOODS, Chicago (Burton's Mustard), to Burton Browne Inc., Chicago, as agency. Plans are said to include radio.

Greeley to B-S-H

JOSEPH M. GREELEY, formerly with Quaker Oats Ltd., London, as advertising and sales promotion manager, later with Hecker Products Corp., flour and cereal division, New York, in the same capacity, and recently associated with Pedlar & Ryan, New York, has joined Blackett-Sample-Hummert, Chicago, to be account executive on the General Mills account, handling Cheerioats and Softasilk cake flour.

SULFA PRODUCTS CO., Kansas City, Mo. (Psoriasis remedy), has named Merritt Owens Adv. Agency, Kansas City, as agency. Radio plans are said to be included.

WILLIAM A. HART, New York advertising director of E. I. Du Pont de Nemours & Co., has returned after two weeks in Hollywood where he conferred with Wayne Tiss, associate radio director of BBDO, on future broadcasts of the NBC *Cavalcade of America*, which will originate from the Coast for several months.

WEBER SHOWCASE & FIXTURE Co., Los Angeles (institutional), new to radio, on Sept. 24 started sponsoring a six-weekly quarter-hour early morning newscast on KNX Hollywood. Contract is for 13 weeks, with placement direct.

NABOB PRODUCTS, Vancouver (coffee), has started a live musical quarter hour on CFCF Montreal five mornings weekly. Account was placed by Cockfield Brown & Co., Toronto.

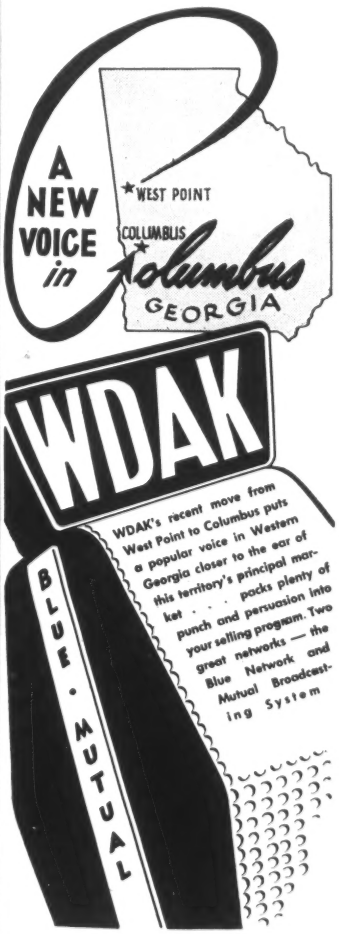
GENERAL DRY BATTERIES of Canada Ltd., Toronto has started transcribed talks on hockey and spot announcements on 22 Canadian stations. Account was placed by A McKim Ltd., Toronto.

QUAKER OATS Co., Peterborough, Ont., on Oct. 15 starts French version of *That Brewster Boy* on CKAC and CHRC. Fri. 9-9:30 p.m. Agency: Spitzer & Mills Ltd., Toronto.

ANDES CANDIES, Chicago (candy shops), on Sept. 25 began sponsorship of quarter-hour newscasts heard each Saturday at 10:30 p.m. for 52 weeks. Agency is George Hartman Adv. Co., Chicago.

KING'S-X Flavor and Extract Co., Los Angeles (S-M Butter Flavor), has named Raymond R. Morgan Co., Hollywood, as agency. Radio is said to be used.

MESA COUNTY PEACH GROWERS, Palisade, Colo. (Colorado Elbertas peaches), has named Conner Adv. Agency Inc., Denver, to service its account. Radio plans are said to be included.


A NEW VOICE in
WEST POINT
COLUMBUS
Columbus
GEORGIA
WDAK
WDAK's recent move from West Point to Columbus puts a popular voice in Western Georgia closer to the ear of this territory's principal market . . . packs plenty of punch and persuasion into your selling program. Two great networks — the Blue Network and Mutual Broadcasting System
BLUE • MUTUAL

ANNOUNCING THE APPOINTMENT OF

Weed & Company
350 Madison Ave., N. Y.

As National Representative

of

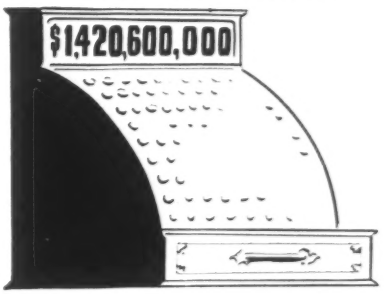
WSLI

Only Blue Network covering Mississippi's largest market.

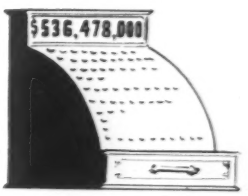
Jackson, Mississippi

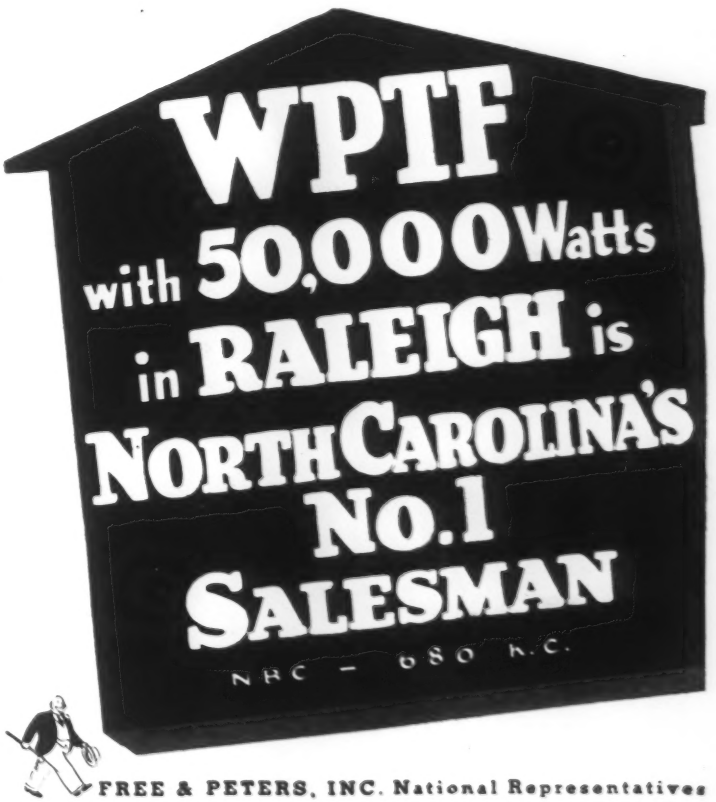
VALUE of MANUFACTURED PRODUCTS
Source: — Census of Manufactures, 1939

NORTH CAROLINA



AVERAGE OF NINE OTHER SOUTHERN STATES





FREE & PETERS, INC. National Representatives

Another WCKY Star

DAVID CARTER DEANE
WCKY ORGANIST

50,000 WATTS
C B S

THE L. B. Wilson STATION

CHNS

THE KEY STATION OF THE MARITIMES

Is as much a part of Halifax as the Citadel Hill.

Located as it is in the Capital City, it commands the largest near at hand audience in the Maritimes.

Ask JOE WEED
350 Madison Ave.
New York

24 Hours a Day!

WOL
WASHINGTON

Washington's Only 24 Hour Station
1000 WATTS 1260 KC.

AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

KWKH
CBS-50 KW

The Selling Power in the Buying Market

A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

LOCAL LOAN Co., Chicago, is sponsoring a weekly program of professional football chatter on WIND Gary preceding home games of the Chicago Bears for the season. Agency is Van Hecker-MacLeod, Chicago.

WESTERN AUTO SUPPLY Co., Los Angeles, on Sept. 19 started using an average of two nighttime chain break announcements weekly on eight West Coast stations. List includes KNX KHJ KGW KHQ KARM KSL KIRO KFSD. Contracts are for 52 weeks. Agency is BBDO, Los Angeles.

HERBERT'S BLUE WHITE DIAMONDS, New York, has started a second program on WMCA New York featuring Andy Sannella with a novelty orchestra, Sunday, 3:03-3:30 p.m. The firm recently started a quiz program on WMCA.

RONRICO CORP., Miami, (wines), has appointed Hill Adv. Inc., New York, to handle its advertising, effective immediately. No media plans have been settled as yet.

TWIN CITY Federal Savings & Loan Assoc., has renewed 52-week contract for daily station breaks on KSTP St. Paul through McCann-Erickson, Minneapolis.

Agencies

J. WALTER THOMPSON Co's office in Calcutta, India, has been appointed publicity advisor to the Bengal government on matters of civil supplies, as well as advisor to the Bengal Chamber of Commerce on publicity in the mill center.

IRVING DAVIS, former promotion manager of *Esquire* and managing editor of *Apparel Arts*, on Oct. 1 is opening his own advertising agency, Irving Davis Co., at 655 Fifth Ave., New York. Telephone is Plaza 8-2640.

HARRIET CROUSE, former publicity director and fashion editor of Hillman-Shane-Breyer, Los Angeles advertising agency, has joined the publicity staff of Don Lee Broadcasting System, Hollywood.

H. A. P. POLITE & Associates, new advertising agency specializing in radio accounts, has been opened in Riverside, Cal., by Mr. Polite, former commercial manager of KPRO Riverside.

RUSSELL H. POTTER, formerly director of the OPA, New York district, has joined Craven & Hedrick, New York, as public relations director.

LOU NELSON, timebuyer of the Wade agency, Chicago, is the father of a girl.

ROBERT COLWELL, New York vice-president of J. Walter Thompson Co., has returned to his headquarters after several weeks on the West Coast supervising production details for the weekly BLUE *What's New?*, sponsored by Radio Corp. of America.

JANE RICE, formerly with Russel M. Seeds, Chicago, after 13 months' association with WIBA Madison has rejoined the Seeds agency as assistant to copy editor Harry Maus.

FERRES ADV. SERVICE, Hamilton, Ont., has opened a Toronto office at 45 Richmond St. West, with Albert Jarvis as manager. Mr. Jarvis was formerly with James Fisher Co. and Norris-Patterson, Toronto agencies.

ROBERT ALLAN MONROE, freelance writer and producer, and previously associated with WOSU Columbus, WHK Cleveland and WLW Cincinnati, has joined the radio production department of Donahue & Coe, New York.

JACK LATHAM JOINS DURSTINE'S AGENCY

JOHN R. LATHAM, assistant sales manager of MBS since August, 1942, has resigned to become vice-president and a director of Roy S. Durstine Inc., advertising agency with offices in New York and Cincinnati. Mr. Latham will have general executive and management responsibilities, as well as heading the agency's radio activities.

Mr. Latham

Previously executive vice-president of the American Network, representing FM stations, Mr. Latham left that position last year to join Mutual when the war interrupted plans for an FM network. For several years prior to that, he was in charge of timebuying for Young & Rubicam, New York, and later served as president of American Cigar & Cigarette Co., New York.

BOB PRESNELL, formerly of BBDO and Young & Rupicam, has joined Compton Adv., New York, as production supervisor.

PETER KONDRAS, with N. W. Ayer & Sons Inc. for the past 11 years, has joined Lewis & Gilman, Philadelphia, as space buyer.

JOHN COHANE, former account executive for Blackett-Sample-Hummert, Chicago, and prior to that with J. Walter Thompson Co., New York, has joined Ruthrauff & Ryan, New York, in a similar capacity.

TONY HARDT, Hollywood producer of Young & Rubicam, has been assigned to the MBS *Sherlock Holmes* sponsored by Petri Wine Co.

CARL STANTON, radio executive of Blackett-Sample-Hummert, has returned to Chicago after West Coast conferences with James H. West, Hollywood manager.

RAYMOND R. MORGAN, head of Raymond R. Morgan Co., Hollywood agency, has recovered from a heart attack which confined him to a Hollywood hospital.

Barlow For Wallenstein

ALFRED WALLENSTEIN, orchestra conductor recently named director of the Los Angeles Philharmonic, a post he will take over in October, was given the honorary degree of doctor of music at Wooster College, Ohio, last Thursday. NBC announced last week that Howard Barlow, noted American conductor, has been selected to succeed Wallenstein as director of the *Voice of Firestone*, sponsored by Firestone Tire & Rubber Co., Akron. Wallenstein has served as conductor of the musical series for seven years as well as music director of WOR New York.

James C. Radcliffe

JAMES C. RADCLIFFE, 66, known as "Uncle Mac" on the *Red River Valley Gang* show on WCCO Minneapolis, died last week from a heart attack following a bond rally program on which he had appeared. Mr. Radcliffe had spent the last 11 of his 50 years in show business in radio.

ANNOUNCING

Appointment of

THE BRANHAM COMPANY

as National Advertising Representatives for

RADIO STATION

K T B C

1000 Watts • 590 Kc • CBS

AUSTIN, TEXAS

New Calls Named For FM Stations

Expected to Relieve Present Complexities for Public

NEW CALL LETTERS had been selected by most of the 49 FM broadcasting stations by last Friday afternoon. The FCC approved elimination of the existing letter-numeral calls last Aug. 24, effective Nov. 1. The change had been urged by FM Broadcasters Inc. to overcome complexities encountered under the present method [BROADCASTING, Aug. 30].

Existing licensees were instructed to choose their new calls before Oct. 10 from the list available at the FCC, the deadline having been extended from Oct. 1 for the benefit of far distant stations. Where the licensee of an FM station also operates a standard broadcast station in the same city, he is given the option of retaining his standard call letter assignment followed by the suffix "FM" to designate transmission on the FM channel. Following is the list of new call letters assigned by the FCC, by cities alphabetically, with the old call followed in parenthesis by the new assignment:

Alpine, N. J.—W31NY (WFMN).
Baton Rouge—W45BR (WBRL).
Binghamton, N. Y.—W49BN (WNBF-FM).
Boston—W67B (WBZ-FM); W39B (WMTW); W43B (WGTR).
Chicago—W67C (WBBM-FM); W59C (WGNB); W83C (WEHS); W51C (___); W75C (WDLM).
Columbus—W45CM (WELD).
Detroit—W49D (WLOU); W45D (WENA).
Evansville, Ind.—W45V (WMLL).
Fort Wayne, Ind.—W49FW (WOWO-FM).
Hartford—W53H (WTIC-FM); W65H (WDRC-FM).
Indianapolis—W73I (WABW).
Jersey City—W95NJ (___).
Kansas City—K49KC (KOZY).
Los Angeles—K45LA (KHJ-FM); K61LA (___).
Milwaukee—W55M (WMFM).
Nashville—W47NV (___).
New York—W71NY (WABW); W39NY (___); W67NY (WABC-FM); W55NY (WFGG); W59NY (WQXR-FM); W75NY (___); W47NY (WGYN); W63NY (WHNF).
Philadelphia—W73PH (WPEN-FM); W49PH (WIP-FM); W65PH (___); W69PH (WCAU-FM); W57PH (KYW-FM); W53PH (WFIL-FM).
Pittsburgh—W75P (KDKA-FM); W47P (WTNT).
Rochester, N. Y.—W51R (WHFM); W47R (WHEF).
Schenectady, N. Y.—W47A (WBCA); W85A (WGFM).
Salt Lake City—K47SL (KSL-FM).
South Bend, Ind.—W71SB (WSBS).
Springfield, Mass.—W81SP (WBZA-FM).
Winston-Salem—W41MM (WMIT).

FIFTEENTH anniversary with WOR New York for John MacKenzie-Reid is the occasion for receiving a $100 check from Chief Engineer J. R. Poppele. MacKenzie-Reid is supervisor of remote broadcasts.

WNAC Boston and KARM Fresno have announced acquisition through Press Assn. of the Associated Press radio news service.

KGNF, N. PLATTE, ACQUIRED BY WOW

PURCHASE of KGNF North Platte, Neb., by WOW Omaha, was announced last Wednesday by John J. Gillin, Jr., president of WOW Inc., coincident with the filing of an application with the FCC for transfer of license. The price was understood to be $40,000.

Simultaneously an application was filed for a change in frequency from 1460 to 1240 kc, with hours of operation increased from day to fulltime. The application set forth that arrangements had been made by WOW with NBC for an affiliation with that network upon approval of the transfer and the change in facilities. Mr. Gillin said KGNF would become a bonus station on NBC.

KGNF was established in 1930 by W. I. LeBarron and Mrs. LeBarron. It now uses 1000 w daytime but would operate 250 w fulltime on 1240 kc.

David Stores Promote

RECENT RECRUIT into spot radio is John David Inc., New York, chain of 5 men's furnishing stores, sponsor of twice-weekly five-minute program on WJZ New York, contracted for 52 weeks. Aired Wednesday and Friday, 10:45-10:50 p.m., program features Bert Bacharack, writer for *Esquire* and *Apparel Arts*, who makes a hobby of writing to service men. He reads hypothetical letters which are available to listeners. Store has used some spot radio locally. Agency is Gussow, Kahn & Co., New York.

Disc Contracts

A TOTAL of 12 new contracts have been received for syndicated programs produced by NBC's Radio Recording Division, and five stations have renewed subscriptions. Stations included are: WBEN WATR WGBI WOW WISH WJPA WAOV KFI WCOL WSLS KHQ WMPS WAIR KMBC.

WTAR
The NORFOLK Metropolitan Market is BIGGER than...
DALLAS ★ DENVER ★ MEMPHIS
OMAHA ★ RICHMOND ★ TOLEDO
and 100 OTHERS among the 137 leading U. S. Metropolitan Markets*
WTAR is the ONE station in this big, rich market that reaches MORE listeners than all other stations combined.
*According to Census Bureau estimate as of March 1, 1943.
5,000 WATTS DAY AND NIGHT NBC NETWORK
WTAR NORFOLK VIRGINIA
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO.

'42 MAIL COUNT:
51,423

Highest ever for Martha Brooks' "Market Basket" participation program
WGY
SCHENECTADY, N. Y.
50,000 WATTS
WGY-109

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

POCATELLO AUDIENCE
83.7%
8 A.M. TO 10 P.M.

KSEI
POCATELLO · IDAHO

WFBG
ALTOONA, PA.
Complete Coverage
NBC affiliate and
BLUE Network
19 years in the public service
HEADLEY-REED CO.
National Representatives

AFM - DECCA - WORLD CONTRACT

See Story on Page 9

This is to advise you that during the term of this contract you and your subsidiary companies may employ members of the American Federation of Musicians upon the following terms and conditions:

(1)—You shall use only members in good standing of the American Federation of Musicians for the performance of all instrumental music in recording phonograph records and electrical transcriptions (hereinafter sometimes referred to as "recordings"), and when employing persons who are eligible for membership in the American Federation of Musicians you shall employ only such persons as shall be members thereof in good standing.

(2)—We shall exercise full authority in order that our locals and members of the Federation engaged in or pertaining to such recording activities shall do nothing in derogation of the terms and intent of this agreement.

(3)—Immediately upon the making of any recording and prior to its release, you shall advise the Federation of such recording, of the serial or other number thereof, and any additional information in connection with any such recording which we may reasonably require. Upon demand by the Federation, you shall promptly furnish to it a copy of any such recording, including those made or pressed by you in Canada.

Must Furnish Catalogues

(4)—Upon the execution of this agreement you shall promptly furnish to the Federation a copy of your current catalogue of recordings, and thereafter from time to time as and when issued, you shall supply a copy of all supplements thereto.

(5)—You shall not require, request, induce, or in any manner attempt to influence any member of the Federation to play, or perform for recordings, or render services pertaining thereto, except as permitted by this agreement.

(6)—You shall not dub, re-record, or re-transcribe any recordings except upon previous written notice of any such intention to be given to the member through whom the performers were originally employel as well as to the Federation, and upon payment to the said member of the full scale for all performers applicable to such new use.

(7)—You shall not require members of the Federation to make phonograph records containing commercial advertisements, or any recordings to be used by or for actors as accompaniment for or in connection with their performances.

(8)—No changes in our constitution and by-laws will be made during the term of this agreement which shall contravene any of the provisions herein.

(9)—All laws, rules and regulations of the American Federation of Musicians (a copy of which is herewith submitted) are made part of this agreement.

(10)—You shall pay our members for the services rendered by them in the making of recordings such sums as you may agree upon with them, but which in no event shall be less than scale.

(11)—All contracts for recordings between you and members of the Federation shall contain the following provision:

"As the musicians engaged under the stipuations of this contract are members of the American Federation of Musicians, nothing in this contract shall ever be construed as to interfere with any obligation which they owe to the American Federation of Musicians as members thereof."

Said contracts shall also contain the following paragraph which is part of a resolution adopted by the American Federation of Musicians:

"That members of the American Federation of Musicians are authorized to accept employment for the purpose of making phonograph recorls and electrical transcriptions by such phonograph and electrical transcription companies as shall have entered into an agreement with the American Federation of Musicians permitting the employment of its members upon the terms and conditions contained in the standard form of agreement promulgated by the American Federation of Musicians to its members on September 30, 1943."

(12)—In order to give effect to the principle of a continuing interest which all the members of the Federation have in the use of recordings containing instrumental music, you shall pay to the American Federation of Musicians the following:

Schedule of Fees

(A) For phonograph records manufactured or produced by you or others from masters hereafter recorded by you, containing performances by members of the Federation, and which phonograph records are sold by you or the lessees of your masters to others, a payment equal to the following:

¼-cent for each record, the manufacturer's suggested retail price of which does not exceed 35 cents;

½-cent for each record, the manufacturer's suggested retail price of which is more than 35 cents but does not exceed 50 cents;

¾-cent for each record, the manufacturer's suggested retail price of which is more than 50 cents but does not exceed 75 cents;

1-cent for each record, the manufacturer's suggested retail price of which is more than 75 cents but does not exceed $1.00;

2½-cents for each record, the manufacturer's suggestel retail price of which is more than $1.00 but does not exceed $1.50;

5-cents for each record, the manufacturer's suggested retail price of which is more than $1.50 but does not exceed $2.00;

2½ per cent of the sale price of each record, the manufacturer's suggested retail price of which exceeds $2.00.

You have advised us that the manufacturer's suggested retail prices as referred to in the foregoing schedule are published in your catalogues of records.

(B) For electrical transcriptions manufactured from masters hereafter recorded by you containing performances by members of the Federation, and which are intended for more than one use by your customers, lessees or licensees as part of your library service or otherwise, a payment equal to 3 per cent of the gross revenues derived by you from the sale, lease, license or other disposition thereof.

For spot announcement transcriptions, commonly known as "jingles", a like payment of 3 per cent of the gross revenues shall be made.

(C) For commercial electrical transcriptions manufactured for commercial broadcasting, intended for a single use and only so used, there shall be no payment pursuant to the terms of this paragraph 12.

(D) All payments stipulated in this paragraph 12 shall be made to the Federation pursuant to the resolution referred to in the 11th paragraph hereof within 45 days following each calendar half-year and shall be accompanied by a statement certifying all payments required to be made pursuant hereto.

Access to Books

(E) The Federation at its option shall have access and right of examination of your books and records relating to this subject at all times.

(F) It is understool that your obligation to make the payments pursuant to this paragraph 12 hereof shall continue after the expiration of the term of this agreement.

(13)—You shall not transfer, assign or attempt to transfer or assign your rights pursuant to this agreement.

(14)—During the term hereof, we will not enter into any agreement with any phonograph record or transcription company upon terms more favorable than those contained in this agreement. In the event, however, that we shall make an agreement with any other phonograph record or transcription company upon any terms more favorable or different from those contained in this agreement, you shall have the right at your option to cause your agreement to be conformed therewith.

(15)—You shall not make, or permit the use of your facilities for making, or otherwise give aid and assistance in the making of any phonograph recording or transcription which shall utilize instrumental music, for or on account of any other person engaged in the phonograph recording or transcription business unless authorized in writing by the Federation.

(16)—You agree not to make recordings or transcriptions of any radio program broadcast from a studio or off the air, without written permission first obtained from the Federation; however, since it has been the practice of the Federation in the past to grant such permission, it is agreed that permission will not be unreasonably withheld and that when granted it shall be upon the payment of transcription scale.

(17)—The term of this agreement shall be for the period commencing as of September 20, 1943, and terminating December 31, 1947.

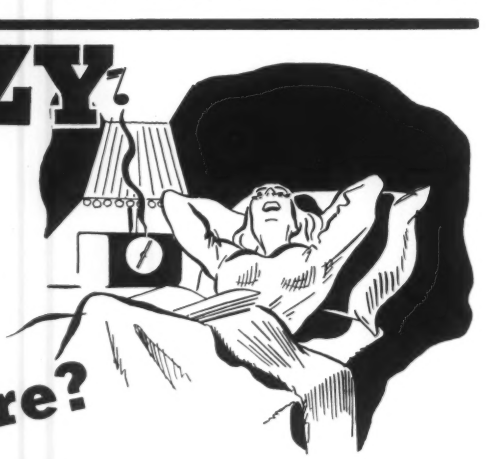
Your signature in the space provided below will constitute this a binding agreement between you, your subsidiaries and ourselves.

Yours very truly,

(Signed)
James C. Petrillo, President, AFM
E. F. Stevens, Executive Vice-President Decca Records
Milton Diamond, Secretary, Decca Records

New Capital Firm

STONE-TEGRAM, program and talent agency, has been formed in Washington with offices at 906 Tenth St., phone Metropolitan 3347. Tom Stone, who wrote and produced *Consumer Time* for Dept. of Agriculture and civil defense broadcasts, is one of the firm members. At one time he was with WMCA, WFIL and RCA. Other firm member is Sandra Tegram, active for several years in southern radio and advertising circles.

KOZY
Who?
When?
Where?

(SEE FM story page 49)

The Northwest's Best Broadcasting Buy
WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL
Owned and Operated by
ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

Stations Refuse CIO Union Spots

Friction in New York Area Is From Conflict With Policy

LATEST difficulty between radio stations and a member of the CIO developed last week in New York City when the Greater New York Industrial Union Council (CIO) approached all local stations with a group of announcements it wished to sponsor, urging people to register so that they could vote in the fall elections.

The four network outlets in New York—WABC, WJZ, WEAF and WOR—did not accept the business, nor did WNEW and WHN. Seven other independent New York outlets, (WINS WLIB WBNX WMCA WHOM WQXR WEVD), however, have been presenting the spots.

Although a few of the stations which had refused the Council's business had no comments to make or the reasons for so doing, the others were in agreement that such announcements are regularly presented on such occasions as a public service as well as on a much more frequent daily schedule basis than the CIO was offering. WNEW, for example, stated that it had a policy of accepting no paid political business whatsoever, while WOR pointed out that it never sold any announcements in the nature of public service to local listeners.

Nine major stations in various parts of the country were charged recently with discrimination against the United Automobile Workers (CIO) when they were said to have refused a UAW program supporting the President's campaign to roll back prices [BROADCASTING, Sept. 27].

Radio Data Book

HANDY reference in compact form has just been published by Federal Telephone & Radio Corp., New York, an associate of IT&T. It aims to aid in radio research, development, production and operation, according to H. T. Kihlhaas, editor of *Electrical Communication*, who edited the handbook, and to provide for requirements of the engineer as well as the practical technician. The 200-page volume was compiled under direction of the FT&R Labs. in collaboration with other associate companies of the IT&T. Title is *Reference Data for Radio Engineers.*

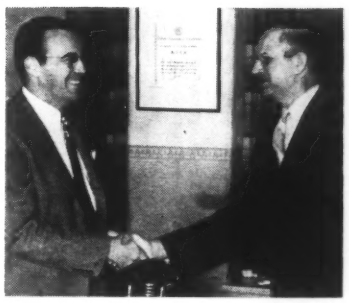
Fly Praises Newsmen

CHAIRMAN James Lawrence Fly of the FCC paid tribute on the Mutual *War and the News* broadcast last Friday night to correspondents who, often through bullets and out of foxholes, bring us the stories we so easily read in newspapers or hear by the twist of a dial. Chairman Fly spoke from the auditorium of U. S. Navy School of Music.

Chain Named

HUBERT CHAIN, producer and writer for the Dubonnet shows at William H. Weintraub & Co., New York, since last March, has been named production director of radio. Mr. Chain served six years in NBC's radio recording division and was at one time associated with KJR and KMO Seattle as producer-writer.

BOSTON Symphony Orchestra, conducted by Dr. Serge Koussevitzky, returns Oct. 9 to the Saturday evening 8:15-9:15 spot on the BLUE.



NATIVE SON takes over as manager of KFOR and KFAB Lincoln, Neb. Hugh Feltis, general manager of Central States Broadcasting System (left) announced last week the promotion of Earl Williams to manage the two Central States stations after five years as their farm editor and program director. Mr. Williams started with WNAX Yankton and was with KFEQ St. Joseph, Mo., as program director and farm editor before coming to KFAB in 1938.

WPB Offers Periodical Index to All Priorities

A PERIODICAL INDEX of all products under WPB supervision or control, listing the orders, forms, references and administrative divisions in charge, has been made available to subscribers at $2.00 per year for 13 issues. The periodical, *Products and Priorities* may be procured from the Supt. of Documents, U. S. Govt. Printing Office, Washington, D. C. Single copies are 20 cents.

The new publication is designed to aid business men and government officials in quickly obtaining information on those products, materials and services which are under the control of the War Production Board. It is to be issued every four weeks. First issue was dated Sept. 16.

Formerly the information was contained partly in *Priorities* and partly in *Product Assignments*, the latter being unavailable to the public.

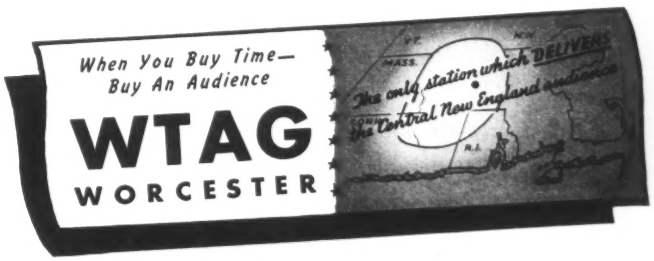
WORCESTER'S FAVORITE

Makes your brand name a household word in CENTRAL NEW ENGLAND

Less drudgery, better ways to run a home, more appetizing meals, round-the-clock pointers for happier living—that's Mildred Bailey's Afternoon Journal on WTAG. Central New England women call her "housewise" with good reason. She knows the meaning of home. What she says is phrased in homey expressions with a New England sense of fitness—a little of the old, plenty of the new, but always free of scientific language.

Her program is a rare setting for your product. Her housewise approach spells household acceptance. Perhaps you'd like to know the national advertisers who have come back for more.

Ask for the whole story of Mildred Bailey.



Basic Columbia

PAUL H. RAYMER CO.
National Sales Representatives
Associated with the
Worcester Telegram-Gazette

KXOK
ST. LOUIS • 630 KC.
5000 Watts Full Time
BLUE NETWORK
Represented by John BLAIR & CO.

'42 MAIL COUNT:
51,423

Highest ever for Martha Brooks' "Market Basket" participation program
WGY
SCHENECTADY, N. Y.
50,000 WATTS
WGY-109

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

POCATELLO AUDIENCE
83.7%
8 A.M. TO 10 P.M.

KSEI
POCATELLO · IDAHO

WFBG
ALTOONA, PA.
Complete Coverage
NBC affiliate and BLUE Network
19 years in the public service
HEADLEY-REED CO.
National Representatives

AFM - DECCA - WORLD CONTRACT

See Story on Page 9

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(3)—Immediately upon the making of any recording and prior to its release, you shall advise the Federation of such recording, of the serial or other number thereof, and any additional information in connection with any such recording which we may reasonably require. Upon demand by the Federation, you shall promptly furnish to it a copy of any such recording, including those made or pressed by you in Canada.

Must Furnish Catalogues

(4)—Upon the execution of this agreement you shall promptly furnish to the Federation a copy of your current catalogue of recordings, and thereafter from time to time as and when issued, you shall supply a copy of all supplements thereto.

(5)—You shall not require, request, induce, or in any manner attempt to influence any member of the Federation to play, or perform for recordings, or render services pertaining thereto, except as permitted by this agreement.

(6)—You shall not dub, re-record, or re-transcribe any recordings except upon previous written notice of any such intention to be given to the member through whom the performers were originally employed as well as to the Federation, and upon payment to the said member of the full scale for all performers applicable to such new use.

(7)—You shall not require members of the Federation to make phonograph records containing commercial advertisements, or any recordings to be used by or for actors as accompaniment for or in connection with their performances.

(8)—No changes in our constitution and by-laws will be made during the term of this agreement which shall contravene any of the provisions herein.

(9)—All laws, rules and regulations of the American Federation of Musicians (a copy of which is herewith submitted) are made part of this agreement.

(10)—You shall pay our members for the services rendered by them in the making of recordings such sums as you may agree upon with them, but which in no event shall be less than scale.

(11)—All contracts for recordings between you and members of the Federation shall contain the following provision:

"As the musicians engaged under the stipuations of this contract are members of the American Federation of Musicians, nothing in this contract shall ever be construed as to interfere with any obligation which they owe to the American Federation of Musicians as members thereof."

Said contracts shall also contain the following paragraph which is part of a resolution adopted by the American Federation of Musicians:

"That members of the American Federation of Musicians are authorized to accept employment for the purpose of making phonograph recorls and electrical transcriptions by such phonograph and electrical transcription companies as shall have entered into an agreement with the American Federation of Musicians permitting the employment of its members upon the terms and conditions contained in the standard form of agreement promulgated by the American Federation of Musicians to its members on September 30, 1943."

(12)—In order to give effect to the principle of a continuing interest which all the members of the Federation have in the use of recordings containing instrumental music, you shall pay to the American Federation of Musicians the following:

Schedule of Fees

(A) For phonograph records manufactured or produced by you or others from masters hereafter recorded by you, containing performances by members of the Federation, and which phonograph records are sold by you or the lessees of your masters to others, a payment equal to the following:

¼-cent for each record, the manufacturer's suggested retail price of which does not exceed 35 cents;

½-cent for each record, the manufacturer's suggested retail price of which is more than 35 cents but does not exceed 50 cents;

¾-cent for each record, the manufacturer's suggested retail price of which is more than 50 cents but does not exceed 75 cents;

1-cent for each record, the manufacturer's suggested retail price of which is more than 75 cents but does not exceed $1.00;

2½-cents for each record, the manufacturer's suggestel retail price of which is more than $1.00 but does not exceed $1.50;

5-cents for each record, the manufacturer's suggested retail price of which is more than $1.50 but does not exceed $2.00;

2½ per cent of the sale price of each record, the manufacturer's suggested retail price of which exceeds $2.00.

You have advised us that the manufacturer's suggested retail prices as referred to in the foregoing schedule are published in your catalogues of records.

(B) For electrical transcriptions manufactured from masters hereafter recorded by you containing performances by members of the Federation, and which are intended for more than one use by your customers, lessees or licensees as part of your library service or otherwise, a payment equal to 3 per cent of the gross revenues derived by you from the sale, lease, license or other disposition thereof.

For spot announcement transcriptions, commonly known as "jingles", a like payment of 3 per cent of the gross revenues shall be made.

(C) For commercial electrical transcriptions manufactured for commercial broadcasting, intended for a single use and only so used, there shall be no payment pursuant to the terms of this paragraph 12.

(D) All payments stipulated in this paragraph 12 shall be made to the Federation pursuant to the resolution referred to in the 11th paragraph hereof within 45 days following each calendar half-year and shall be accompanied by a statement certifying all payments required to be made pursuant hereto.

Access to Books

(E) The Federation at its option shall have access and right of examination of your books and records relating to this subject at all times.

(F) It is understool that your obligation to make the payments pursuant to this paragraph 12 hereof shall continue after the expiration of the term of this agreement.

(13)—You shall not transfer, assign or attempt to transfer or assign your rights pursuant to this agreement.

(14)—During the term hereof, we will not enter into any agreement with any phonograph record or transcription company upon terms more favorable than those contained in this agreement. In the event, however, that we shall make an agreement with any other phonograph record or transcription company upon any terms more favorable or different from those contained in this agreement you shall have the right at your option to cause your agreement to be conformed therewith.

(15)—You shall not make, or permit the use of your facilities for making, or otherwise give aid and assistance in the making of any phonograph recording or transcription which shall utilize instrumental music, for or on account of any other person engaged in the phonograph recording or transcription business unless authorized in writing by the Federation.

(16)—You agree not to make recordings or transcriptions of any radio program broadcast from a studio or off the air, without written permission first obtained from the Federation; however, since it has been the practice of the Federation in the past to grant such permission, it is agreed that permission will not be unreasonably withheld and that when granted it shall be upon the payment of transcription scale.

(17)—The term of this agreement shall be for the period commencing as of September 20, 1943, and terminating December 31, 1947.

Your signature in the space provided below will constitute this a binding agreement between you, your subsidiaries and ourselves.

Yours very truly,

(Signed)
James C. Petrillo, President, AFM
E. F. Stevens, Executive Vice-President Decca Records
Milton Diamond, Secretary, Decca Records

New Capital Firm

STONE-TEGRAM, program and talent agency, has been formed in Washington with offices at 900 Tenth St., phone Metropolitan 3347. Tom Stone, who wrote and produced *Consumer Time* for Dept. of Agriculture and civil defense broadcasts, is one of the firm members. At one time he was with WMCA, WFIL and RCA. Other firm member is Sandra Tegram, active for several years in southern radio and advertising circles.

KOZY
Who?
When?
Where?

(SEE FM story page 49)

The Northwest's Best Broadcasting Buy
WTCN
BLUE NETWORK
MINNEAPOLIS ST. PA
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl.

Stations Refuse CIO Union Spots

Friction in New York Area Is From Conflict With Policy

LATEST difficulty between radio stations and a member of the CIO developed last week in New York City when the Greater New York Industrial Union Council (CIO) approached all local stations with a group of announcements it wished to sponsor, urging people to register so that they could vote in the fall elections.

The four network outlets in New York—WABC, WJZ, WEAF and WOR—did not accept the business, nor did WNEW and WHN. Seven other independent New York outlets, (WINS WLIB WBNX WMCA WHOM WQXR WEVD), however, have been presenting the spots.

Although a few of the stations which had refused the Council's business had no comments to make or the reasons for so doing, the others were in agreement that such announcements are regularly presented on such occasions as a public service as well as on a much more frequent daily schedule basis than the CIO was offering. WNEW, for example, stated that it had a policy of accepting no paid political business whatsoever, while WOR pointed out that it never sold any announcements in the nature of public service to local listeners.

Nine major stations in various parts of the country were charged recently with discrimination against the United Automobile Workers (CIO) when they were said to have refused a UAW program supporting the President's campaign to roll back prices [BROADCASTING, Sept. 27].

Radio Data Book

HANDY reference in compact form has just been published by Federal Telephone & Radio Corp., New York, an associate of IT&T. It aims to aid in radio research, development, production and operation, according to H. T. Kihlhaas, editor of *Electrical Communication*, who edited the handbook, and to provide for requirements of the engineer as well as the practical technician. The 200-page volume was compiled under direction of the FT&R Labs. in collaboration with other associate companies of the IT&T. Title is *Reference Data for Radio Engineers.*

Fly Praises Newsmen

CHAIRMAN James Lawrence Fly of the FCC paid tribute on the Mutual *War and the News* broadcast last Friday night to correspondents who, often through bullets and out of foxholes, bring us the stories we so easily read in newspapers or hear by the twist of a dial. Chairman Fly spoke from the auditorium of U. S. Navy School of Music.

Chain Named

HUBERT CHAIN, producer and writer for the Dubonnet shows at William H. Weintraub & Co., New York, since last March, has been named production director of radio. Mr. Chain served six years in NBC's radio recording division and was at one time associated with KJR and KMO Seattle as producer-writer.

BOSTON Symphony Orchestra, conducted by Dr. Serge Koussevitzky, returns Oct. 9 to the Saturday evening 8:15-9:15 spot on the BLUE.

NATIVE SON takes over as manager of KFOR and KFAB Lincoln, Neb. Hugh Feltis, general manager of Central States Broadcasting System (left) announced last week the promotion of Earl Williams to manage the two Central States stations after five years as their farm editor and program director. Mr. Williams started with WNAX Yankton and was with KFEQ St. Joseph, Mo., as program director and farm editor before coming to KFAB in 1938.

WPB Offers Periodical Index to All Priorities

A PERIODICAL INDEX of all products under WPB supervision or control, listing the orders, forms, references and administrative divisions in charge, has been made available to subscribers at $2.00 per year for 13 issues. The periodical, *Products and Priorities* may be procured from the Supt. of Documents, U. S. Govt. Printing Office, Washington, D. C. Single copies are 20 cents.

The new publication is designed to aid business men and government officials in quickly obtaining information on those products, materials and services which are under the control of the War Production Board. It is to be issued every four weeks. First issue was dated Sept. 16.

Formerly the information was contained partly in *Priorities* and partly in *Product Assignments*, the latter being unavailable to the public.

WORCESTER'S FAVORITE

Makes your brand name a household word in CENTRAL NEW ENGLAND

Less drudgery, better ways to run a home, more appetizing meals, round-the-clock pointers for happier living—that's Mildred Bailey's Afternoon Journal on WTAG. Central New England women call her "housewise" with good reason. She knows the meaning of home. What she says is phrased in homey expressions with a New England sense of fitness—a little of the old, plenty of the new, but always free of scientific language.

Her program is a rare setting for your product. Her housewise approach spells household acceptance. Perhaps you'd like to know the national advertisers who have come back for more.

Ask for the whole story of Mildred Bailey.

Basic Columbia

PAUL H. RAYMER CO.
National Sales Representatives
Associated with the
Worcester Telegram-Gazette

KXOK
ST. LOUIS • 630 KC.
5000 Watts Full Time
BLUE NETWORK
Represented by John BLAIR & CO.

Radio Freedom Amendment

(*Continued from page 7*)

and declared that censorship that would have stopped him in his attacks "would have been disastrous to the country". He said the CBS policy against editorial newscasts had not influenced him.

Following is the full text of Rep. Kennedy's statement:

Radio has become such an important factor in the shaping up of public opinion that there has been a tendency by Government officials, broadcasting high officials and various organizations to impose a direct or indirect censorship on radio discussions. Such censorship is not in the interests of the development of a free American public opinion.

The American people are able to formulate their own judgments. They must have their information brought to them without interference from those who do not entertain the true value of the public mind, established by our successful history founded on the judgments of all Americans after free public debate on the numerous issues solved during the course of this country's life.

Speak Pointedly

The more serious tendency toward censorship lies in the efforts to make our Courts lean towards censorship restrictions on radio communications because broadcasting for physical reasons is necessarily subjected to a licensing or a franchise system.

There really should not be any question but that the provisions of the First and Fourteenth Amendments to the Constitution apply to radio. But, because of the tendency to differentiate speech through licensed communication from ordinary speech, as far as freedom is concerned, it has become imperative that Congress and the people speak more pointedly on this question through a referendum in the form of my proposed amendment.

I have purposely refrained from attaching directly new language to the First and Fourteenth Amendments because these two amendments are so sacred to the American people and now so succinctly express the basic American creed that any tampering with their form might be viewed as a profanation.

Freedom of religion, freedom of speech and a free press not only are the great objectives of our system, but are as well the guarantees of its continuance.

Americans are not a namby-pamby people. They can take strong stuff over the air just as they can give strong medicine to our enemies on the field of battle. The forthright leaders of the past—those men who guided America to its present high position—were never mollycoddles in the use of language and there is no reason for the belief that leaders on the air today should pull their punches in castigating inimical movements.

If a speech on the air offends a listener, the dial can always be turned away from the broadcaster who is offending as far as a particular listener is concerned. We want our broadcasting to be forthright and we want our facts accurately reported. We will pass our own judgments.

Broadcasts Diluted

At present, through a filter system composed of the Federal Communications System and those who control the licensed broadcasting systems, our broadcasting has been diluted to the degree where it has become so neutral as to be ineffective. We want strong speech from strong men on the air, not synthetic understatements from pulpiteering puppets. An example of the worth of strong free speech is in the broadcasts of Walter Winchell. He helped to awaken America to the danger of the Fifth Column and his sharp attacks on it over the air did much to destroy it. He aroused public opinion to such an extent that the work of the enemy in our midst has been ineffective. Censorship that would have stopped Winchell in these attacks would have been disastrous to the country.

There are other able commentators on the air who have fearlessly pointed out to the people things that were destructive and these men should not be hampered because higher-ups do not share their views or approve of their methods of expression.

America can only live while speech is free and the most important of all speech is speech by radio.

FREE SPEECH AMENDMENT

RESOLVED by the Senate and House of Representatives of the United States of America in Congress assembled, That the Constitution of the United States is hereby amended by adding the following article:

AMENDMENT 22 - SECTION 1.—Congress shall make no law abridging the freedom of speech by radio or wire communication.

SECTION 2.—The provisions of any law, license or contract in violation of Section 1 hereof are hereby declared inoperative.

Toronto Meeting

NORTHERN BROADCASTING Co. held its first annual production meeting in Toronto, Sept. 27-28, to discuss new program and production ideas. These attending the sessions, which were under the supervision of Jack K. Cooke, general manager of Northern Broadcasting Co., were: program directors of CKGB Timmins, CJKL Kirkland Lake, CFCH North Bay, Northern Quebec Broadcasting System, CHEX Peterborough, CKWS Kingston.

JOHN McVANE, NBC foreign correspondent, currently in London, is writing a book titled *African Campaign*, to be published this fall by D. Appleton Co., New York.

In a Nutshell

123,239 PEOPLE

So rapidly has Corpus Christi grown to a market of major proportions that it is hard to believe it was populated by only 27,741 people in 1930. Yet, this Texas gulf-coast city has relatively few war industries. Its consistent, rapid growth is due to natural resources—oil, cotton, fertile farm lands—and to the strategic position of its excellent harbor. KRIS, Corpus Christi, offers you a rich market which will continue to grow after the war. Hooper Surveys prove listenership domination by KRIS throughout the Corpus Christi area. Ask your Branham man for facts today.

KRIS
CORPUS CHRISTI, TEXAS
MEMBER OF NBC SOUTHWESTERN GROUP
• represented by the Branham Company

Special Combination Buy—KRIS and KXYZ, Houston . . . Investigate!

Hon. Ed. Fitzgerald
Donahue and Coe
New York, N. Y.
Dear Ed.:

It's a fact that any messages or programs WCHS broadcasts carry a tremendous amount of influence. They even play a part in legal decisions, as evidenced by this story that came over our UP wires: "The records of radio station WCHS served today to establish the time of an automobile accident that occurred last year. Attorneys in the accident were unable to ascertain the exact time of the mishap—but one of the persons involved remembered what radio program was on the air—and that the station was WCHS. Program director Joe Herget thumbed through the station's time schedule—and was able to set the time within a half hour." The thing that impresses me most about this, is the remembrance our listeners have. If I were an advertiser, that's the kind of station I'd use for my selling story. In fact, I'd investigate this station thoroughly through a Branham representative. Regards

Yrs.
ALGY

Algy

WCHS
Charleston, W. Va.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

$21,300,000

That's Sales Management's estimate of retail sales in Hartford for November, an increase of 14.9% over last year! Hartford is the center of the rich WDRC Market, delivered to all advertisers at one low rate!

CONNECT IN CONNECTICUT!

CBS

Disc Firms Ponder World Pact

(Continued from page 9)

ing this principle Decca-World was recognizing the union's contention that all of the 133,000 AFM members have an interest in recordings, whether or not they are individually engaged in making records.

Contract contains the usual provisions for a closed shop, for payment of not less than scale, for no requests for service outside the provisions of the contract, etc., with the union on its part agreeing to "exercise full authority" so its members shall live up to the terms and intent of the contract and also agreeing that no changes in the AFM constitution or by-laws will be made during the term of the agreement "which shall contravene any of the provisions." All AFM "laws, rules and regulations" are made part of the agreement.

Contract further calls on the recorder to furnish the AFM with the serial number of any recording made before it is released, and also to give the union copies of all catalogs. Dubbing and rerecording is forbidden without written notice to both the union and the member through whom the musicians making the original record were employed and full scale applicable to such use must be paid.

The making of phonograph records containing advertising is forbidden as is the making of any records to be used by actors as background or accompaniment. Contract also bans the use of the recorder's facilities by any other recorder without AFM permission. Recorder also agrees not to make recordings of broadcasts without the union consent, which the AFM agrees "will not be unreasonably withheld", with transcription scale to be paid for such recordings.

Any record or transcription manufacturer signing the contract further agrees that his obligation to make payments shall continue after the expiration of the contract.

Delay Explained

Affixing of signatures to the World-Decca contract with the AFM ended a ten-day period of waiting during which spokesmen for the union and these companies consistently maintained the delay was due merely to difficulties in putting their agreement into writing while the industry atmosphere was filled with rumors that an impasse had been reached and that any moment would bring a "no contract" announcement.

Meanwhile, A. Walter Socolow, attorney for the six transcription companies who had joined with World in bringing about the hearings kept asking the panel to recommend to the National War Labor Board that an order be issued to the AFM to permit its members to work for these companies as well as for World and WOR recording studios, which had agreed to accept any contract negotiated between World and the union and so to alleviate their competitive disadvantage.

The panel, which had tabled Mr. Socolow's request and recessed the hearings from Sept. 21 to Sept. 27, by which date the execution of the contract had been expected, again

FCC Approves Merging Of Western Union, Postal

THE FCC last week approved the merger of Western Union Telegraph Co. and Postal Telegraph Inc. into a single domestic wire landlines system. The Commission stated its sanction was based on the premise that the step was in the public interest and in conformity with the Congressional statute of last March amending the Communications Act to grant permission. No merger date was set.

Commissioner Durr cast the only dissenting vote. He opposed the merger on the terms approved by the Commission majority, indicating he felt no assurance of improved service, rate benefits or sounder financial structure. He indicated Postal could have been kept operating by Government subsidy, as proposed by ACA.

(SEE FM story page 49)

WHAT THE RADIO TIME BUYER WANTS TO KNOW ABOUT

WTAM

AUDIENCE

● More people listen most to WTAM, Cleveland day and night than to any other station in the whole Northern Ohio area. *In Metropolitan Cleveland it's 34% by day and 69% by night, against 20% and 19% for the next stations. In Akron, Youngstown, Canton and other 25,000 population cities, WTAM has a big lead and in the rural areas the preference is overwhelming.

** NBC 1942 Nationwide Survey*

WTAM
CLEVELAND

NBC Network 50,000 Watts ● Owned and Operated by NBC
REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Friendly, persuasive personalities, plus entertainment and service geared to this six-state area GET RESULTS!

WIBW The Voice of Kansas in TOPEKA

reserved decision on his repeated demand for an interim order when the hearing reopened last Monday, and again recessed the hearings until Wednesday, upon assurance of the union that the contract would be completed by that time or if it was not that no further delay in the hearing would be asked for.

On Wednesday morning the union delegation reported that the contract had been completed at 7:30 that morning, following an all-night session and that it was acceptable to the AFM and to the Decca-World attorney, Milton Diamond, but that it would not be signed until it had been gone over by other Decca officials who were meeting that afternoon for that purpose. Mr. Padway promised that if the contract were not signed, the union would immediately order its members to stop working for Decca-World and WOR and that any masters that had been made since the oral agreement would be withheld from release.

Mr. Socolow asked what would be done about artists these companies might have made contracts with during that period, but both the union and the panel disclaimed any responsibility concerning such contracts. During this discussion a camera crew from the "March of Time" filmed the hearing for a future release of that series of documentary movies.

Merely a 'Refusal'

Panel Chairman Arthur S. Meyer ordered the hearing resumed and Mr. Padway, who admittedly had been working on the Decca-World contract instead of preparing an argument for the hearing, first re- viewed his union's stand that the NWLB has no jurisdiction in the dispute, stating there is no proof that the ban on recording has in any way interfered with the war effort but to the contrary the AFM has repeatedly cooperated with all Government agencies and the armed services.

Declaring the ban on recordings is not a strike, but merely a re- fusal of a group of people to work for an industry they consider detri- mental to their own interests, Mr. Padway stated, "We may be wrong in thinking we can beat the ma- chine, but we've got the right to be wrong, to be foolish, even to be selfish. We say recording is detri- mental to our interests and we won't work at it, and there is no law to make us."

Continuing his filibuster after the noon recess, Mr. Padway read into the record his prepared state- ment presented before the Senate investigating committee last Janu-

Campbell to Don Lee

PAT CAMPBELL, now serving as West Coast manager of World Broadcasting System, has resigned to become director of public relations for Don Lee Net- work. Mr. Camp- bell has been with World, now a Decca subsidiary, for nearly 11 years, having es- tablished the transcription firm's offices in Los Angeles in 1932 when World decided to extend its facilities to that part of the country. Mr. Campbell's new affilia- tion will become effective Nov. 1, it was announced.

Mr. Campbell

Research Session

A JOINT MEETING of the Time-buyers Committee of the American Assn. of Advertising Agencies and a group of agency researchers was held last Thursday in the 4 A's New York offices to consider and discuss the plan for standardiza- tion of station coverage maps, evolved by the NAB Sales Man- agers Executive Committee. No de- tails had been divulged last week as BROADCASTING went to press.

Piel Appoints Wm. Esty

PIEL BROS., Brooklyn, now run- ning a 20-week campaign for its beer, using a five-minute program on WJZ New York, and three quar- ter-hours weekly on four other east- ern stations, all featuring the Korn Kobblers, has appointed Wm. Esty & Co., New York, to handle its account.

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

* Over 70% of metropolitan New York's population is foreign born or of foreign parentage.

Your Best National Spot Buy . . .

WBNX New York 5000 Watts

FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today!

"A PRESCRIPTION" take KIDO in Large Doses.
EVERY DRUGGIST in KIDO's Primary Area PAYS HIS SHARE OF "VITAMINS FOR VICTORY"
They know it will bring added sales.
IS YOUR PRODUCT BEING SOLD in the homes of Eastern Oregon and Southwestern Idaho over
KIDO
NBC
IF NOT—SEE A
JOHN BLAIR MAN
Captain KIDO

ary, interpolating more recent examples to illustrate his argument and to fill time until word might be expected from the Decca meeting. He was in the midst of a scathing denunciation of the NAB for issuing "C Is for Caesar" and personalizing the union action into an attack on one man, when the word arrived that the Decca executives had approved the contract.

A recess was taken while a call was put through to Mr. Kapp in Hollywood to arrange for the company's signature to the contract, which proved impossible that evening, and after nearly four hours had elapsed, the hearing reconvened at 8 p.m. to learn that the contract had been initialed by Mr. Petrillo and Mr. Diamond and would be signed at 11 the following morning.

Ralph Colin, counsel for Columbia Recording Corp., CBS subsidiary, and Lawrence B. Morris, counsel for RCA-Victor Division of RCA, presented petitions for their companies to become parties to the hearing, which were accepted over the "for the record" objection of Mr. Padway, who asked for a two-week adjournment to prepare the new arguments their intervention would necessitate. He also said that the national AFM convention begins this Monday in Boston and continues for two weeks, during which period both he and Mr. Petrillo would be required to spend much if not all of their time at that meeting.

Objects to Delay

Robert P. Myers, NBC attorney, who spoke for the six transcription companies after Mr. Socolow had left on personal business, objected to so long a delay. Mr. Padway then proposed that the hearings of the transcription and phonograph record cases be heard separately, completing the former and then, if the phonograph companies wished, making that record a part of the latter case. This was acceptable and the chairman recessed the hearing until Monday, Oct. 4, after Mr. Padway and Mr. Petrillo both had expressed the hope that all the companies would sign the union's contract before that time and the company representatives had expressed similar hopes that the contract would be such that they could accept it.

In accepting the petitions of the phonograph record companies, Chairman Meyer made it clear that these had been discussed with him several days before and did not arise from the completion of the Decca-World contract with the union. Their intervention is understood to be based on the reasoning that if they become part of the hearing and if they sign contracts with the union and those contracts are subsequently revoked by the WLB, then they would be in the same position as the transcription companies. But if they should sign as independent parties outside the WLB jurisdiction, the disapproval of that board would not affect their contracts with the AFM.

Report that AFRA was considering requesting from the transcription companies a royalty arrangement similar to that contained in the new contract between the AFM and Decca-World was denied last week by AFRA.

Graybar Shift

A. C. LAMPERTI has succeeded M. E. Wagner as secretary and comptroller of Graybar Electric Co., New York, according to an announcement by A. H. Nicholl, president. Mr. Lamperti has been with Graybar for 23 years. Mr. Wagner, who has been secretary and comptroller since 1938 and with the concern for approximately 45 years, has retired on pension.

RADIO-SCREEN Music Publishing Co., New York, has ear-marked all revenue from Shirley Botwin's song "Back The Attack With War Bonds" for the Third War Loan drive. Song was introduced over WJZ New York.

WHITEY FORD (the Duke of Paducah) has signed a five year contract to m.c. the Prince Albert *Grand Ole Opry* program, sponsored on NBC by the R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

A 50,000 watt audience at a 250 watt rate

..but don't take our word for it-Look at the record!

C.E. HOOPER • for July-August

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	13.7	26.4	38.5	20.6
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	34.4	28.4	23.5	12.1
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	34.5	20.3	35.8	8.3

WGRC Mutual

LOUISVILLE'S TRADING AREA

= 47% OF KENTUCKY'S POPULATION

= 57% OF ITS BUYING POWER

Burn-Smith • National Representatives

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to station and programs. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

In Kansas City

the Swing is to WHB

THERE'S WITCHERY AT WHB...the "fascination, irresistable influence and enchantment" that produce big results for WHB advertisers. It's all because of WHB's smart programming, thorough merchandising and exploitation, plus the efficiency of an ideal wave-length . . . 880 kilocycles, if you please! Available *now*: a choice quarter-hour across the board on the "WHB Musical Clock"..."Your Mutual Friend".

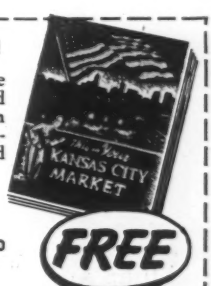
Memo

ASK FOR BOOKLET!

Just off the press—comprehensive analysis of the Greater Kansas City market with population and distribution data on western Missouri and eastern Kansas; statistics on mid-west's great new war industries; coverage and market data for WHB and the Kansas State Network. Ask

DON DAVIS

KANSAS CITY • Scarritt Building, HArrison 1161
NEW YORK CITY • 507 Fifth Avenue, VAnderbilt 6-2550
CHICAGO • 333 North Michigan, CENtral 7980
LOS ANGELES • Security Building, MUtual 6660



SLEUTHING A SPECIALTY

If you want to track down the medium that'll get maximum attention for your sales message in the Atlanta market, call in DICK TRACY. "The Adventures of Dick Tracy" are available from WAGA Monday through Friday at 4:45 p. m.—right before "Terry and the Pirates" and "Hop Harrigan"—an ideal time to reach youngsters, a tried and tested medium to sell them, and their parents.

WAGA
ATLANTA

A FORT INDUSTRY STATION

5000 WATTS
DAY AND NIGHT
590 KC.

National Representatives
HEADLEY-REED COMPANY

WPB Radio&Radar Div. Names 3 Asst. Directors

RADIO & RADAR Division, WPB, has issued a formal announcement of reorganization for the purpose of defining the activities of its production and organizational units. Three new assistant directors have been named, as follows:

Sidney K. Wolf, assistant director for production, who will direct the products and facilities branch, the end products branch, and the industrial instruments branch, in relation to facilities, production and materials.

J. W. Abney, assistant director for internal management, who will coordinate the activities of the production and functional branches of the Division which handles programming and requirements.

Harold Sharpe, assistant director for labor, who will handle manpower requirements and labor production problems.

Ray C. Ellis continues as director of the Radio & Radar Division, which is unchanged in other respects.

RELIANCE MFG. Co., Chicago (work clothes), on Sept. 11 started sponsorship of the 10:30-11 p.m. spot on the weekly *WLS Barn Dance*, Chicago. Contract is for 13 weeks. The company is also sponsoring a thrice-weekly quarter-hour program on WCAU Philadelphia, which started Sept. 27; and a thrice-weekly quarter-hour musical program and a three-a-week quarter-hour newscast on WLW Cincinnati, which began Sept. 6. Agency handling the account is Ruthrauff & Ryan, Chicago.

Squibb on CBS

E. R. SQUIBB & SONS, New York, will fill the 6:15-6:30 p.m. period on the full CBS network Monday, Wednesday and Friday [BROADCASTING, Sept. 20] with a program titled *Your Good Health*, featuring Lyn Murray orchestra chorus. Program starts Oct. 11 as an institutional show and will work into product advertising, according to BBDO, New York. Agency has been handling institutional advertising for Squibb but this is first radio it has handled for the account, heretofore placed by Geyer, Cornell & Newell, New York.

Decca Starts Recording With Bing Crosby Disc

WITH THE recording ban lifted by the agreement reached with the AFM, Jack Kapp, president of Decca Records Inc., was in Hollywood last week to give the go ahead signal for regular production by his firm.

The first records under the new contract were cut last Monday and feature Bing Crosby with the Andrew Sisters and Vic Schoen's band. Deanna Durbin, backed by Victor Young's orchestra, started a series on Thursday. Jimmy Dorsey's aggregation is also set for a group of new recordings.

Although limited as to production facilities, Hollywood has a large number of top selling names on its contract list for immediate call and plans a heavy schedule of recordings with which to hit the wide open market.

TRAIL BLAZERS
Zenith Book Covers Work Of Radio Pioneers

IMPORTANT background data f future developments in radio, radi and electronics is contained *Trail Blazers to Radionics* and *Re erence Guide to Ultra High Fr quencies*, a compilation of bi graphical and bibliographical ma terial just published by the Zenit Radio Corp., Chicago. Prepare by Elizabeth Kelsey of Zenith engineering division, it presen essential facts concerning sc entists who paved the way radio and who have opened the ne frontiers in radar. The publicati brings up to date a previously pu lished edition of *Reference Guid* Zenith is distributng the book fr as a contribution to the victo program to scientists, manufa turers, schools, colleges, and tec nical branches of the armed ser ices. Requests should be address to E. Kelsey, Zenith Radio Corp 680 N. Michigan Ave., Chicago.

Local 1220 Election

ELECTION of Eugene J. Krus WCFL Chicago, as president Radio Broadcast Technicians Loc 1220 of International Brotherhoo of Electrical Workers, was a nounced last week. H. Walte Thompson, WGN, was elected vic president; Walter D. Steb WAIT, financial secretary; Robe E. Brooking, WGES, recording se retary, and Malcolm Romber WBBM, treasurer.

Ball Before Breakfast

STEVE ELLIS, conductor of t early morning *Moonlight Savi Time* on WOR New York, will r construct the highlights of t World Series games this week f the benefit of those war worke unable to see or hear regul broadcasts of the games. His d scription, including actual sou effects, will be heard 4-4:30 a each day following the games.

SCHREIBER MILLING Co., St. J seph, Mo. (feeds), beginning in Oc ber will sponsor one minute announ ments, quarter- and half-hour pr grams from three to six times week for 52 weeks on the following station WIBW WDAF KFBI KFEQ WJ WEBQ KDRO WTAD WHO KM Agency is Simmonds & Simmonds, C cago.

Announcing

First Meeting of the Season
Radio Executives Club of New York
Thursday, October 7, 1943
Gothic Room - Hotel Shelton

This year the Radio Executives Club will meet on the 1st and 3rd Thursdays of each month in the beautiful Gothic Room of the Hotel Shelton. Large plans are in the making . . . important speakers . . . top talent . . . and unusual highlights.

●

James Lawrence Fly
Chairman of the FCC
Will speak on October 7th

The Presidents of the four networks will be the club's guests at the speakers table.

●

Out of Town Guests Welcome

Drop a card to Frank Silvernail of BBD&O. As chairman of the house committee he will make all arrangements for you.

The cost? $2 per person—and more than worth it. Don't miss this first meeting. You'll not only hear Mr. Fly and meet all your friends in the business but you'll be told of the plans for coming meetings—a program that will make the REC an even more important voice in the industry than ever before.

See you Thursday, October 7th at 12:30

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

5000 Watts Day
1000 Watts Night
950 kc.
Spartanburg, S. C.
Represented by Hollingbery

XUM

Stronger FCC Probe Seen

(*Continued from page 8*)

prosecute. The FCC, which has been pressing the department for action, has contended that Rep. Cox's representation of WALB before the Commission and his acceptance of a fee was in violation of the Criminal Code.

New Start Urged

Earliest newspaper editorial reaction to the Cox resignation found the *Washington Post* expressing satisfaction over the Georgian's action but it did not soften its attack. The newspaper urged a "new start under new leadership". And it further suggested that the Department of Justice take the WALB case before a grand jury.

The *Washington Daily News*, a Scripps-Howard paper, said the Cox resignation should result in a "more satisfactory investigation". Declaring that a fruitful inquiry into the FCC is something very much needed, the newspaper said the Commission has been "an arrogant, high-handed agency, whose policies have been determined more by the prejudices of its chairman than by the laws of Congress."

It was a foregone conclusion, however, said the editorial, that an investigation under Rep. Cox would be a "flop". The inquiry was suspect from the start, it added, because Rep. Cox stood accused by the FCC of accepting $2,500 from a station which had business before it.

"And Mr. Cox's conduct of the investigation has been ex parte, overbearing and prejudicial—the same faults for which the Commission itself is indicted." Under a new chairman, one without an axe to grind, it may be possible to conduct a "dignified and impartial hearing", said the newspaper.

Bitterly Attacked

Asserting he had been the object of "bitter and scurrilous" attacks for more than a year, Rep. Cox said his position as chairman of the Committee had compelled him to maintain a judicial attitude which he could no longer continue "in the face of the insults and slander being hurled at me from day to day".

"That which is being dealt out to me," he declared, "is a sorry wage for a service I have tried to render in the interests of my fellow men."

He said the attacks made upon him, which he characterized as "utterly baseless", have beclouded the real issue of whether the FCC has been guilty or not guilty of the maladministration which the Committee was directed by the House to investigate.

"As long as I am connected with the investigation," he continued, "it is obvious that the effort will be made to divert public attention from the real issue of alleged maladministration of the FCC to a personal controversy."

He said that in his judicial career it was his practice to withdraw from a case when his own impartiality was questioned and that while such a custom does not prevail in legislative investigations he had reached the conclusion that in the light of the circumstances in this instance he would follow that course.

"The truth of this personal controversy and my complete vindication," he declared, "will come at another time and in another way."

The work which the Committee has begun, he said, must be completed. "The evils at which the inquiry is directed must be eradicated. Unless this is done one of our most cherished freedoms will become but an empty dream."

The fiery Georgian asserted that the interests of the House came before those of an individual member and that his action in resigning is "based solely upon my conscientious and deep desire to live up to the most sacred obligations of this body and to my oath as a member of it."

His resignation as chairman of the Select Committee, Mr. Cox said, was fortified "by the concurrence of friends in this House in whose friendship and judgment I have the utmost confidence."

Praising the accomplishments of the Committee, he declared: "Its work thus far has been well done. Its membership is excellent. Its staff is composed of men and women who are able, conscientious and skilled in the work they have undertaken. This committee must continue its work under a new chairman, freed of any possible embarrassment of my personal problems or controversaries . . . I urge the House to support, to continue and to stand solidly back of the work of the Committee under its new chairman, whoever he may be."

Rep. Cox concluded: "It is a

Here's What Our

50,000 WATTS

Give You

123

Primary Area Counties in —

West Virginia
Pennsylvania
Ohio
Maryland
Virginia

Pop. 7,534,006

ASK JOHN BLAIR

WWVA 50,000 WATTS

IT IS A FORT INDUSTRY STATION

A FORT INDUSTRY STATION

First in Prestige!
First in Audience!
First for Advertisers!

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS · National Representatives

TOTAL WAR!

For years before this war, Hitler was preparing. The German people were trained to exchange butter for Bren guns, sugar for shells. Deprivation came to be an accepted part of their lives and so were built up the stores of ammunition and war material to make possible total war.

After this war will come another—a struggle for supremacy in trade and commerce. Start *now* to arm for this conflict by storing up the confidence and continuing interest of your market. Maybe you can't deliver the goods today but you can prevent a restricted product from sinking into obscurity. Do this by radio! And, naturally, in Canada when we say "radio", we mean CFRB. Because CFRB reaches the largest share of Canada's richest market.

CFRB

TORONTO

"Plug Kendrick says:

AGAIN—

DICK TRACY GETS HIS MAN!

WILL SALES

"THE DIAMOND STORE OF LOUISVILLE"

NOW SPONSORS THIS FEATURE ON WINN MONDAY THROUGH FRIDAY

SPOT SALES NATIONAL REPS.

WINN LOUISVILLE

with

WINN

Your

BLUE NETWORK STATION in LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager

G. F. "Red" Bauer
Sales Manager

matter of pride with me that I efface myself so that the work of one of its committees may go forward. Let no man mistake me. I shall continue to make the fight where I find it . . . I leave the well of this House today with my head unbowed and with my devotion to my duties undimmed."

Rayburn's Tribute

Speaker Rayburn, leaving the Speaker's chair to address the House, praised Rep. Cox for "his courage in a difficult situation to him personally to be big enough in mind and in heart to efface himself, and to leave a position because he thinks that the thing that is near and dear to his heart may be crippled by his presence upon this committee."

"I say to this House and to everybody," the Speaker declared, "after 20 years of intimate association with Gene Cox, during which he has had my friendship and my love and confidence, that today that love and that confidence in his honor and in his integrity is unshaken."

Mr. McCormack praised Rep. Cox for "high courage and unselfishness" in resigning his post. "No enemy could have compelled him to relinquish his special committee assignment," he said. "Threats and vicious abuse would have been shrugged aside with disdain and contempt . . . His nobility of character would not permit him to continue in a place that might cause embarrassment to the House, to his colleagues, and his friends."

He said the tribute paid Rep. Cox by Speaker Rayburn contributed "one of the finest compliments that any member of the House has ever received in the constitutional history of our country, or that any member ever will receive in the future."

In view of the confidence and respect enjoyed by the Speaker, without regard to party, Mr. McCormack continued, his words carry force and weight throughout the entire nation.

The honesty and integrity of Rep. Cox is beyond question, Mr. McCormack asserted. "Any attempt to besmear or besmirch his name will be defeated because it is impossible, no matter how cheap the efforts might be, to prevent the people of this country from knowing the truth on the question of the honesty of the distinguished gentleman from Georgia."

Calling Mr. Cox's resignation "the greatest act of personal sacrifice" that any man in the House has ever made, Rep. McCormack declared that Mr. Cox rose to a "greatness that impresses itself not only upon the members of our body but of the people of the entire United States."

The Cox resignation was the culmination of a sequence of efforts last week which saw Rep. Magnuson challenge the conduct of the inquiry. The American Civil Liberties Union last Tuesday memoralized the House to remove Rep. Cox or stop the Committee's future.

Should the Committee resume its inquiry Oct. 6, it will wind up the so-called "war activities" phase relating to the Foreign Broadcast Intelligence Service and the Radio Intelligence Division of the FCC. Committee Counsel Garey, based on evidence adduced earlier, has charged that the Commission has been operating "contrary" to the war interest. The Joint Chiefs of Staff had recommended to President Roosevelt last February that RID be transferred to the Army and that FBIS activities be abolished. The proposed Executive Order, however, has not been issued and efforts to obtain testimony on this were blocked by Presidential action on grounds of national security.

It is expected that Commissioner T. A. M. Craven, who once before appeared before the Committee, will be the first witness when the

WHN Sales Representative

WHN New York, which recently closed its Chicago office because of the manpower situation, has appointed Wm. G. Rambeau Co., Chicago, as national sales representative in all United States territory except New England, New York and Philadelphia areas.

DISCUSSING the nationwide CB advertising, publicity and promotional drive are KMOX St. Louis executives, David Mars, director of advertising and sales promotion; Merle S. Jones, general manager; Arthur Casey, director of public relations. KMOX, owned and operated by CBS, is planning several special features to tie-in with the consumer program.

Mr. Station Manager:

Are you interested in a public-service program that can be sold successfully to that hard-to-sign department store? Or to that guy down the street who keeps putting you off because of program ideas?

If you are, we have the show for you. It's called the MAIL-BAG, and we know it has what it takes as the SOUTH'S LARGEST DEPARTMENT store has sponsored it for nine months and is still going strong.

Briefly, the MAIL-BAG is a 15 minute recorded show with ample time for your commercials. It provides the public with official war information on practically every problem . . . from victory taxes to priorities on baby diaper safety-pins. The show moves fast, is highly educational and entertaining. Its mail pulling potential is exceptional as is its merchandising possibilities.

We'll be glad to send you a sample recording free

Wire or write

Marvin Cox Associates

P. O. Box 487, Candler Bldg., Atlanta, Ga.

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY

—if the network they are on cannot furnish coverage here

WSAY

ROCHESTER, N. Y.

MUTUAL OUTLET

THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

hearings resume. Officials of the FCC and the OWI identified with overseas intelligence activities also will be called.

Before the Committee submits its interim report to the House on which it is expected to recommend transfer of the FBIS and RID activities as proposed in the suggested Executive Order, and citation of FCC Chairman Fly for alleged "contempt of Congress", the Commission will be given an opportunity to present rebuttal testimony.

Chairman Fly, however, at his press conference last Monday, discounted the value of such rebuttal. He said there had been some discussion with Commission Counsel about testimony.

Mr. Fly said he understood Mr. Garey wanted advance "statements" from Commission witnesses and that apparently the Committee "is unwilling to have any questions put to them and get the real facts on what they might have testified to, if they had the opportunity to testify fully." He said this information came to him "second hand".

Review by Congress

Mr. Fly expressed the hope that Congress would get a chance to review the Committee's activities and expressed confidence that if this happened, the situation would be "righted". He again attacked the "unfairness" of the Cox Committee.

The Civil Liberties petition was in the same vein. After reciting the 24 charges which Counsel Garey had brought against the Commission when the hearings opened last July, the Union said that instead of permitting testimony by the Commission representatives on charges "as grave as these", the Committee heard "a long succession of hostile witnesses and denied the repeated requests of Commission representatives to reply".

The Union said one Commissioner (Craven) representing a minority view on many issues, testified briefly; that Mr. Fly was called on one issue of military information; that the Commission's Counsel (Charles R. Denny Jr.) testified on one narrow point and its Chief Engineer (E. K. Jett) on another. It added that the head of the Commission's New York legal staff was on the stand for 2½ days "in the role of a defendant in a criminal trial".

Charge of 'Coloring'

In a series of charges against the Committee, the Union held that the inquiry so far conducted had been given over to "charges and accusations, largely unsupported by evidence, without a chance for the Commission to reply"; that the inquiry had been directed to securing press publicity unfavorable to the FCC, and was "obviously colored by the personal grudges and prejudices" of Judge Cox; that Committee counsel has "grossly violated all the canons of a fair inquiry and revealed a bias as great as that of the chairman"; that "star chamber" proceedings have prevailed; that testimony to "discredit the Commission was encouraged, neutral testimony distorted and favorable evidence was suppressed"; that the record shows that almost two-thirds of all the "testimony" was the "Committee's own words from the mouths of the Chairman, Counsel and investigators"; and that the free speech issue "was touched on only in relation to pro-Fascists on foreign language stations".

To Study Testimony

The public letter to Speaker Rayburn signed by Mr. Meyer cited the much belabored WALB Albany, Ga., incident as the primary reason for disqualification of Judge Cox. Mr. Meyer alleged that the investigation thus far has been "a mockery of basic American traditions of fair play". The Speaker was asked to have the House conduct his own investigation of Judge Cox and either reject him or vindicate him.

After the Cox Committee meeting Tuesday Rep. Magnuson asserted he would study the summer testimony and then decide upon his course. Rep. Hart, who participated in most of the hearings and presided over a portion of a New York inquiry, has been reported as opposed to the majority views though he has made no such public statement.

High Hose

NYLONS—one pair—going, going, gone for $10,000. That was the War Bond bid of Charles Edgewood, Washington, who won the precious hose through WINX War Bond auction last week, on the Jerry Strong morning program. In two hours, Strong received telephone Bond pledges totaling $17,000. And all for a pair of Nylons.

"Ach, Fritz, maybe WFDF Flint Michigan vass right!"

KNOW YOUR AMERICA!

Americanism begins at home

This exclusive W. E. Long Co. radio feature show builds sound Americanism—through better understanding and appreciation of what is America. 313 educational episodes cover every basic factor of the American way of life. Fully protected by copyrights, trade marks and title rights for both transcription and script forms.

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W. E. LONG CO. 155 North Clark Street CHICAGO, ILLINOIS

LARGEST RADIO MAIL STUDY READY SOON

The most complete study of radio mail ever made will be ready for distribution within the next few days, KMA, Shenandoah, Iowa, just announced.

From April, 1942, through March, 1943, a corps of mail clerks tabulated the 493,479 pieces of commercial mail received by the station for a firm of certified public accountants. This firm compiled monthly and quarterly reports and then issued a complete analysis of the year's mail. The following are a few of the questions answered:

- "How long do various offers take to reach their peak?"
- "Do people in cities write as frequently as people in small towns?"
- "After writing once, how many people will write again within a three-month period?"
- "What are the best mail-pull periods?"
- "What makes people write—contests, free information, premium offers, etc.?"

KMA asks that all requests for the study be made now, since current restrictions limit the number of copies available. Requests only from *agency men* and *company advertising managers* can be filled—so write for yours *today!* Address: Research Director,

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC. Exclusive National Representatives

BRITISH COLUMBIA
LAND OF OPPORTUNITY

First With National Business Too

CJOR

VANCOUVER CANADA
J. H. McGILLVRA (U.S.)
H. N. STOVIN (CANADA)

NOW MORE THAN EVER 1ST

It's Always Fair Weather

There are no dull seasons in Winston-Salem. They make it and spend it the whole year 'round. Yes and they're guided in their spending by WAIR, one of the dangest sales producers this side of the equator.

WAIR

Winston-Salem, North Carolina

FOR THE "World's Best Coverage of the World's Biggest News"

UNITED PRESS

5000 WATTS · 1330 KILOCYCLES

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

The roster of advertisers using WEVD year after year reads like "Who's Who in National Advertising. List on request.

HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 25 TO OCTOBER 1 INCLUSIVE

Decisions . . .

SEPTEMBER 28

KVOS Bellingham, Wash.—Granted mod. CP for decrease from 1 kw to 250 w, using presently licensed equipment and antenna; extension commencement completion dates 30 and 60 days respectively. Dismissed application for special service authorization to operate on 790 kc with 250 w to Feb. 1, 1945.

MBS Chicago—Granted authority to transmit programs to Mexican stations known as Radio Mil's network.

KXYZ Houston, Tex.—Granted special service authorization for 90 days to operate with 5 kw D and 2½ kw N, with temporary non-directional antenna.

KPRC Houston, Tex.—Granted special service authorization for 90 days to operate with 2½ kw N, 5 kw LS, with temporary non-directional antenna.

KOB Albuquerque—Granted extension of special service authorization using equipment authorized under CP for period ending April 1, 1944.

KOIN Portland, Ore.—Denied special service authorization to operate with 1 kw, DA-N, change equipment.

KEVR Seattle—Denied special service authorization for new transmitter, power increase, point-to-point communication.

SEPTEMBER 29

Stephan A. Vetter, Miami—Denied petition to intervene in hearing on applications of WFTL for assignment of license, license to cover CP and mod. license.

SEPTEMBER 30

KCMO Kansas City—Continued hearing now set for Oct. 4 to Nov. 4, re application for power increase to 5 kw, unlimited.

Applications . . .

SEPTEMBER 25

WLBZ Bangor, Me.—License to cover CP for power increase, new equipment, etc.

WQAM Miami—Mod. license to use present licensed RCA 1 kw transmitter N, contingent on grant of license to cover CP.

WPDQ Jacksonville, Fla.—Transfer control from Earnest D. Black, E. G. McKenzie and Mrs. Margaret Curtis to L. D. Baggs (18 shares, 60%).

KROY Sacramento—CP for new transmitter, power increase amended to change name of applicant to Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney & Will Thompson Jr., a partnership d-b as Royal Miller Radio.

SEPTEMBER 27

BLUE Network, New York—Authority transmit recorded programs to all broadcast stations controlled by Canadian authorities that may be heard consistently in the U. S.

WKBZ Muskegon, Mich.—CP to mount FM antenna atop present antenna; CP for new FM station on 45,700 kc, service area 2,290 sq. mi.

SEPTEMBER 28

WJW Akron—Extended present license on temporary basis to Nov. 1, 1943, pending determination on renewal application. MIKE

SEPTEMBER 29

WEIM Fitchburg, Mass.—Voluntary assignment of license to Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers, d-b as Radio Station WEIM.

KVAN Vancouver, Wash.—CP to change 930 to 910 kc, change hours from D to unlimited, with 500 w D, 250 w N.

SEPTEMBER 30

Burns Ave. Baptist Church, Detroit—Extension authority transmit programs from Church to CKLW Windsor, Ont.

WWPG Palm Beach—Mod. license change corporate name of licensee from Lake Worth Broadcasting Corp. to Palm Beach Broadcasting Corp.

WGES Chicago—Voluntary assignment of license to Gene T. Dyer, Vivian I. Christoph, Gene T. Dyer Jr., F. A. Ringwald, Louis E. Moulds, Grace V. McNeill, William F. Moss, d-b as Radio Station WGES.

KGNF North Platte, Neb.—Voluntary assignment license to Radio Station WOW Inc.; CP for changes in equipment; change frequency from 1460 to 1240 kc, power from 1 kw to 250 w, hours from D to unlimited.

KPLM Minot, N. D.—Voluntary assignment license to Minot Broadcasting Co.

WHO Des Moines—Transfer control of licensee corp. to B. J. Palmer, Daniel David Palmer, William M. Brandon, trustees.

Washtenaw Broadcasting Inc., Ann Arbor—CP for new broalcast station on 1050 kc, 1 kw (filed for reinstatement accordance with FCC release of August 11, 1943).

Tentative Calendar . . .

NEW, Beauford H. Jester, et al, Waco, Tex.—CP for 1230 kc, 250 w, unlimited.

Network Accounts

All time Eastern Wartime unless indicated

New Business

SWIFT & Co., Chicago (Premium bacon, ham), on Dec. 21 starts for 26 weeks, five-minute participation in *Breakfast at Sardi's* on 13 BLUE Pacific stations, Tues., Wed., Fri., 9:30-10 a.m. (PWT). Agency: J. Walter Thompson Co., Chicago.

ALLEGHENY-LUDLUM STEEL Corp., Brackenridge, Pa. (institutional), on Oct. 2 starts *Mother & Dad* on 39 CBS stations, Sat. 5:30-6 p.m. Agency: Walker and Downing, Pittsburgh.

GILLETTE SAFETY RAZOR Co. of Canada Ltd., on Oct. 5 starts World Series baseball games on 46 CBC English and French stations, Tues. 1:45 p.m. to end for first three games, and Tues. 2:15 p.m. to end for last games. Agency: Maxon Inc., Detroit.

MAPLE LEAF MILLING Co., Toron (Brex cereal), on Oct. 16 starts Jo *Miller Time* on 31 Canadian Broadcastin Corp. stations, Sat. 8-8:30 p.m. Agenc Cockfield Brown & Co., Toronto.

THOMAS J. LIPTON Ltd., Toronto (te on Oct. 3 started *Lipton's Tea Musica* on 52 CBC English and French station Sun. 6-6:30 p.m. Agency: Vickers & Be son Ltd., Toronto.

HOUDE GROTHE Ltd., Montreal (toba co), on Oct. 9 starts *Le Program Alouett* on 10 Canadian Broadcasting Corp. Frenc stations, Sat. 7:30-8 p.m. Agency: Whit hall Broadcasting Ltd., Montreal.

MIREILLE, Inc., Montreal (beauty pro ucts) on Sept. 29 started *Chez Mireille* o 10 CBC French stations, Wed. 8-8:30 p.m Placed direct.

Renewal Accounts

AUSTIN STUDIOS, Los Angeles (pho tography service), has renewed *Hero of the Week*, at the same time expanding from 5 to 15 minutes, Sun., 8:30-8:4 p.m. on 7 BLUE Pacific Coast stations Agency: Glasser & Gailey & Co., Lo Angeles.

CHESEBROUGH MFG. Co., Consol., Ne York (Vaseline preparations), on Oc 27 renews *Dr. Christian* on 124 CBS st tions, Wed., 8:30-8:55 p.m. Agency: M Cann-Erickson, N. Y.

Network Changes

LEWIS-HOWE Co., St. Louis (Tums), o Sept. 5 replaced *Crumit and Sanderso* with *Correction Please* on 53 CBS station Sat., 8-8:30 p.m., and on Oct. 9 shift to 10:15-10:45 p.m. on CBS station Agency: Roche, Williams & Cunnyngha New York.

SPARKLETTS DRINKING WATE Corp., Los Angeles, on Sept. 27 adde KGB KXO KVOE KDB KFXM to *Spar letts News* on KHJ, making total of 6 De Lee Southern California stations, Mo thru Fri., 10:30-10:35 a.m. (PWT) Agency: Raymond R. Morgan Co., Holl wood.

STANDARD OIL Co., San Francisco, o Oct. 10 shifts *Standard Symphony Hou* on 6 NBC Pacific stations, Sun., 8:3 9:30 p.m. (PWT), from San Francis to Hollywood for 5 weeks. Agency: BBD San Francisco.

UNION OIL Co., Los Angeles, on No 1 shifts *Point Sublime* on 11 CBS We ern stations, Sun., 9:30-10 p.m. to Don Lee Western stations, Mon., 8:30- p.m. (PWT). Agency: Foote, Cone Belding, Los Angeles.

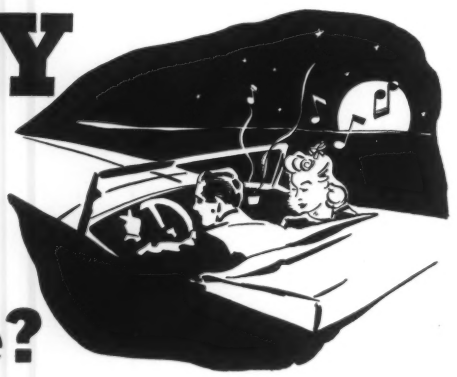
GOSPEL BROADCASTING Assn., Lo Angeles (religious), on Oct. 10 shifts *Fashioned Revial Hour* on 200 Mutua Don Lee stations from Sun., 9-10 p.m., Sun., 7-8 p.m. Agency: R. H. Alber Co. Los Angeles.

VOICE OF PROPHECY Inc., Los An geles (religious), on Oct. 10 shifts *Voic of Prophecy* on 209 Mutual-Don Lee st tions from Sun., 7-7:30 p.m., with We Coast repeat, 9:15-9:45 p.m. (PWT), Sun., 9:30-10 a.m., with West Coast re peat, 8:30-9 a.m. (PWT). Agency George C. Hoskin Associates, Glendal Cal.

PROCTER & GAMBLE Co., Cincinna (Oxydol), on Oct. 4 adds 8 CBS station (WMBR WQAM WDBO WFOY WDA WJNO WAAC WDOD), to *Ma Perkins* making a total of 63 CBS stations, Mo thru Fri., 1:15-1:30 p.m. Agency: Blac ett-Sample-Hummert, Chicago.

KOZY

Who?
When?
Where?



(See page 49)

The *Only* BLUE Network Station *Serving* the rich important *U. S. 34th* Metropolitan District

WFMJ

Youngstown, O.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

Experienced, Reliable Announcer — For Southern station—NBC affiliate. Permanent position for right man. Give full particulars concerning background, draft status, and references in reply. Also enclose snapshot. Box 365, BROADCASTING.

Control Engineer—Experienced. Permanent position. Not draft replacement. Ideal conditions. Box 362, BROADCASTING.

Program Director—Permanent position with 5 kw regional network station in the South East for qualified man. State previous experience, qualifications and draft status in your reply. Box 361, BROADCASTING.

COMMERCIAL MANAGER — Wanted: Progressive station, in excellent market needs services of "wide-awake" man with proven abilities. Salary and opportunities good. Write or wire Box 360, BROADCASTING.

Announcer—Experienced, if you are located near East Coast wire your telephone number—WATR Waterbury, Conn.

Retail Salesman—Permanent position and excellent opportunity for able experienced man. WOC Davenport, Iowa.

Announcer—Permanent position with 5 kw, regional network station for draft deferred, experienced man. Box 356, BROADCASTING.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw, network station. Box 357, BROADCASTING.

Two Experienced Announcers—$40.00 per week to start. Write WKBZ Muskegon, Michigan.

HELP WANTED—ANNOUNCER — Excellent opportunity for good man. Network station in southern section. Write or wire, giving draft status, previous connections and full information. Box 359, BROADCASTING.

Station Manager—For local in Northwest. All around ability with emphasis on sales. Give full details including minimum salary required. Box 350, BROADCASTING.

Announcer—Fluent ad-lb versatile personality announcer with continuity and production ability. KTFI Twin Falls, Idaho. Located in non-defense farming area with post-war stability. Send photo, draft status. Reference, transcription.

Situations Wanted

A-1 Ad Writer—And account executive with radio network experience desires to affiliate abilities with California agency or radio station. Married, two children, age 31, draft status 4-F. Available in November. Write V. E. Dodge-909-E. River Rd. Minneapolis, Minn.

All-Around Radio Woman—Seeks position with progressive station, Production, Programs, Continuity, Scripts. Excellent background. References. Available November 1. Box 358, BROADCASTING.

STATION POSITION WANTED—Young woman, two years agency experience. Women's programs, announcing, writing. Box 355, BROADCASTING.

Immediately Available — Announcer — best references. 4-H classification. Transcription on request. Box 354, BROADCASTING.

Engineer—First class license, ten years' experience as chief engineer. Also experienced as announcer. Draft exempt. Box 352, BROADCASTING.

Commercial Manager—With excellent reputation and record of success desires change of location. Write Box 351, BROADCASTING.

Situations Wanted (Cont'd)

Young Woman—College graduate. Radio major with practical experience in production, acting, sound engineering, script writing on 5 kw college station. Have restricted radio telephone permit. Know control monitoring. Reply Box 349, BROADCASTING.

Producer-Announcer—Young man, 4F Draft deferred, 3½ years' experience, production, announcing, writing, promotion. Desires position. Can have release from present job October 7. Bill Wallace, WHOP Hopkinsville, Ky.

Midwest News Editor—Writer, announcer wants change to New York area. 22, 4-F. Box 348, BROADCASTING.

Announcer—Excellent experience and background. Desires change to permanent position on West Coast. Reply Box 347, BROADCASTING.

PROGRAM—Directing opportunity desired by experienced announcer; mike duty when needed. Box 346, BROADCASTING.

Announcer—Program Director, deep, well trained voice. Ten years' experience. Also hold first class operator's license. Draft exempt. Box 353, BROADCASTING.

CAPABLE STATION MANAGER — 16 years newspaper and radio experience. Now employed manager 5,000 watt Blue affiliate. Steady, reliable, capable of handling all operations—sales, programming and administration. Married with family, age 37. Box 345, BROADCASTING.

I Am Earning More Than $10,000 Per Year with local station. Over draft age. Personally acquainted with most national agency executives. Long experience in every phase of station operation. I want general managership of station whose income should be increased (or commercial managership under certain circumstances) wherein I will have opportunity to reap benefits from personal sales with an override on all increase in local and national business. I am well known in radio and my executive ability, exceptional sales record, experience and knowledge of radio broadcasting will be unquestioned. A desire for a climatic change, coupled with a desire for increased income of my own making, prompts me to see what opportunities this ad will bring forth. Box 366, BROADCASTING.

For Sale

For Sale—Complete one kilowatt RCA transmitter with Blaw Knox tower, plenty of spare tubes and other broadcasting equipment. Make offer. Box 363, BROADCASTING.

Wanted to Buy

Wanted To Buy—250 Watt transmitter. Also FCC approved modulation monitor and miscellaneous equipment. Send your list to G. F. Ashbacker, 432 Apple Ave., Muskegon, Michigan.

Radio Executives—Need a young man, 4-F, to work on commercials, production, or publicity? Have been faithfully studying radio while working in large agency's stockroom. Box 364, BROADCASTING.

Kindly answer the 1944 BROADCASTING Yearbook Questionnaires now in the mail and return promptly to the Washington office.

SALESMAN WANTED

Permanent position, must be fully experienced, over 35 years and draft exempt, settled family man, capable of executive responsibility who can justify not less than $4000 per year. Good market, 5 kw station.

WRITE BOX 344, BROADCASTING

Make your own PHOTO-COPIES in Your Own Office, Error-Proof, Low Cost

One or a hundred photo-exact copies in jig time, of anything printed, drawn or photographed — when you own A-PE-CO. See how easily and quickly photo-copies are made with this modern, inexpensive, simple method. Let us *show* you, in your own office, how you can save. No obligation. Drop us a line — NOW!

A-PE-CO "Photo exact"

PHOTO COPIER **$55.00**

Non-Fading Photo-Copies of
• Letters • Documents
• Records • Blueprints
• Pictures • Drawings

Errorless "same-size" facsimiles of anything up to 18" x 22". Eliminates steno-copying, tracing, proof-reading. Photo-copies direct from letters, blueprints, graphs, tracings, telegrams, receipts, shop orders—anything written, printed, drawn, photographed. Accepted as legal evidence. Endless uses. *Big savings.* Used by industry, Government and engineers.

No Camera—No Film—Easy to Use

Any employee quickly becomes expert. Use A-PE-CO on any desk or table. It's simple; fast. No moving parts. Saves other equipment. Conserves man-hours. Low cost per copy. Low investment. Get *all* the facts. See how *you* can save. Immediate delivery. Representatives in principal cities and Canada.

AMERICAN PHOTOCOPY EQUIPMENT CO.
2849 N. Clark St., Dept. FP-10, Chicago 14, Ill.

Fight WITH WAR BONDS

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JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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CONSULTING RADIO ENGINEERS
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Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
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• 321 E. Gregory Boulevard, Kansas City, Mo.
• Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS ANY HOUR—AND DAY
R.C.A. Communications, Inc.
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RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Radio Leaders at Army Meet Are Told of Big Task Ahead

Revival of Civilian Production Not Likely in Near Future, Drector Byrnes Declares

RADIO executives who attended the War Dept. conference of industrial leaders in Washington last week came away strongly impressed with the magnitude of the military job that lies ahead and convinced that, despite favorable turns in the war situation, the defeat of the enemy will be difficult and costly and will demand our full resources.

The conference was called by Undersecretary of War Robert P. Patterson because, as he stated at the opening session on Monday, "the greatest strain in history is about to be put upon this country—on labor, in industry, on the entire population."

Problems Ahead

About 200 industry, labor, newspaper and broadcasting leaders gathered for the two-day meeting to hear from the authorities responsible for the execution of military strategy and production of war equipment the problems which face the nation. The word picture given the conference was topped off by a military exhibition at Ft. Belvoir, Va.

Statements emphasizing the strength of the enemy and discounting the probability of an early break in morale were given the conference by Gen. Geo. C. Marshall, Chief of Staff; Gen. H. H. Arnold, Chief of the Army Air Forces; and Maj. Gen. George V. Strong, Chief of Military Intelligence Service. Many other high officials spoke.

Hopes for early revival of civilian production were discouraged by James F. Byrnes, Director of the Office of War Mobilization, who warned the conference of the dangers of dissension on the home front.

Referring to re-conversion of industry at the end of the war, Mr. Byrnes said many departments of the Government are devoting thought to the subject. These activities should be coordinated, he said, so that at the proper time definite plans can be agreed upon.

Charles E. Wilson, executive vice-chairman of the War Production Board, told the conference that increase in war requirements for next year will entail "drastic and difficult" shifts in production. "We are entering the difficult period," he said, "when we must maintain the overall volume and still get the particular things that will best serve the armed forces."

Commenting on effect of the conference on the broadcasting industry, broadcasters issued these statements:

NILES TRAMMELL
President, NBC

I was very much impressed by the meeting and particularly the statement given by General Strong on German manpower and equipment, as well as by the statement regarding the morale of the German army and the civilian population.

These statements should have a very sobering effect on those people in this country who feel that the war is going to be a short one. The conference today impressed upon every one in attendance that industry, labor and our civilian population have a tremendous job and many sacrifices ahead of us.

WILLIAM S. PALEY
President, CBS

It is made all too clear today that it is foolhardy and dangerous to think the war will end soon, or to plan or to be influenced in our daily lives accordingly. The facts as they were presented spell a very hard war and certainly not a short one.

Of course, we all hope for the unexpected "breaks" which might bring an unexpected peace. At the same time, we must cautiously allow for the "breaks" going against us.

Our full enthusiasm, determination and strength are as much needed now as at any time since we took on the job of beating the Axis.

NEVILLE MILLER
President, NAB

This conference has been extremely enlightening and extremely convincing and there is no doubt but that the American public has been too optimistic as a result of recent victories. What I have heard and seen today convinces me that we must not only continue but actually must increase our war effort.

The radio industry, although it does not build munitions or weapons, does deal with a vital ingredient in total warfare: the will and the morale of the American people. I am sure that radio will redouble its efforts to inform and stimulate this nation until the last shot is fired and the last wounded American boy comes painfully but safely home.

MARK J. WOODS
President, Blue Network

The War Dept. conference held in Washington, was, in my opinion, a constructive aid in demonstrating the importance of the partnership which must exist between Government and industry in a time of war. The sessions were of great interest and will, in my opinion, assist all of us in contributing our part toward a successful conclusion of this struggle to preserve our democratic way of life.

MILLER McCLINTOCK
President, MBS

The conference impressed me as one of the most thorough and competent statements of our entire war policy which could be imagined. Every evident aspect of the job ahead was treated factually, fully and fearlessly. Among other matters, there was confirmed in my mind a complete confidence in the character of our industrial military leadership. There was a unity of approach in the varied technical fields which indicated not only high individual ability but complete coordination of effort. The problems outlined again emphasize the tremendous job the radio industry has of bringing unified thinking, feeling and action to all of our people.

DAVID SARNOFF
President, RCA

THE WAR Dept. conference held in Washington on Monday and Tuesday, Sept. 27 and 28, to which were invited members of industry, labor, broadcasting and the press, was, in my judgment, eminently successful. It was brilliant in conception and splendid in execution.

The military leaders, from General Marshall down, discussed their problems frankly and constructively. Not only was the conference illuminating, but it was also inspiring, for, as the proceedings progressed, one had the feeling that the military job to be done is in the hands of competent and well-informed leaders. No one present was left in doubt as to the job ahead for all of us.

While there was no lack of confidence in ultimate victory for the United Nations, it was made plain that to achieve this goal requires maximum effort on the part of all concerned. Such effort cannot be delayed until tomorrow. It must be put forward today.

I have attended many conferences in my life, but I cannot recall one as well prepared and organized, and as efficiently executed as this one. Undersecretary of War Patterson, who ably headed this conference, and the military chiefs who so clearly presented a picture of the problems we face, deserve congratulations and the hearty thanks of those who were privileged to be present, and of the nation.

Mayor Woods

MARK WOODS, BLUE president, has been named Honorary Deputy Mayor of Lodi, N. J., new location for the WJZ transmitter, now under construction. Appointment was announced when the "Victory Troop" of the BLUE's New York outlet performed at a bond rally in the town, raising $186,000 in bonds. In an accompanying citation Mr. Woods was commended for his "courtesy, cooperation and his friendliness in his business negotiations" with local officials.

Borden's New Product

BORDEN Co., New York, is introducing a new coffee product, trade name not disclosed, and has appointed Kenyon & Eckhardt, New York, as agency.

KPRC to Return Soon

KPRC HOUSTON, whose towers were damaged by a storm about two months ago, will be operating with its licensed power of 5,000 watts within a few days, Kern Tips, KRPC manager announced last week. "Replacement towers identical with those damaged are already in place, and the tuning process begun," Mr. Tips wrote BROADCASTING. No other equipment was damaged.

G-F Negotiations

GENERAL FOODS, New York, is reported negotiating with CBS for the five-weekly morning spot 10:30-10:45 a.m. for a program which may promote Jell-O. Period is now filled with Charles H. Chemical Co.'s *Amanda of Honeymoon Hill*. Young & Rubicam, New York, is agency.

Drawn for BROADCASTING by Sid Hix

"Fred, This is the First Time . . . If it Works . . . That a Bear Hunt, as the Bear Sees It, Has Ever Been Broadcast!"

XUM

the Listening Finger Points
WLW Audience Ratings MID-WINTER 1943 • C. E. HOOPER, INC.
WLW Faxfile
The WLW Faxfile is planned as a comprehensive collection of information on The Nation's Station. From time to time, additional factual material will be released. As it arrives, please see that it reaches this folder in order that your file will be current and complete. If you fail to find information on any listed subjects, please call the nearest WLW Sales Office, or WLW, Cincinnati.
NEW YORK CITY
CHICAGO
SAN FRANCISCO
CINCINNATI
Audience Studies
Cost Allocation Supplement
Distribution Data
Maps & Market Data
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News and Programs
Rates and Comparative Costs per Thousand
WLW Test Markets
WLW

A TIMELY ADDITION TO YOUR WLW FAXFILE

the Listening Finger Points to all radio listening in four metropolitan centers, 28 major cities, and 218 rural communities of WLW's great mid-western market. *the Listening Finger Points* is C. E. Hooper's Mid-Winter 1943 Report in two parts: WLW Audience Ratings and WLW vs. Other Network Stations. It is the first new release for your WLW Faxfile. It is off the press; it will reach you soon.

● If you still haven't received a copy of the WLW Faxfile, shoot us a wire or letter. We will gladly send *the Listening Finger Points* along with all material previously released.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION